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THE NATIONAL NEWSPAPER OF MARKETING

Probe Billing Slips, Burnett Exec Asks NAB

Wright Tells Louisiana Meeting of Discrepancies, Troubleshooting Efforts

NEW ORLEANS, Sept. 20—A suggestion that the National Assn. of Broadcasters study the problem of billing delays and mixups was made here Sunday by Thomas Wright, vp in charge of the media department at Leo Burnett Co., Chicago.

The problem centers around four basic areas, Mr. Wright told the Louisiana Assn. of Broadcasters: "(1) Resolving long delayed billing; (2) negotiating credit refunds or make-goods; (3) correcting invoices improperly prepared; (4) properly identifying billing by brand."

Mr. Wright said he tried to enlist the aid of station managements in solving the problem by writing a letter to operators of stations with which Burnett had encountered most of its discrepancies, asking for suggested solutions.

"Of 23 letters sent, only 14 were answered," he said. "Of the 14 answering, 13 took the defensive and itemized how past discrepancies had been handled. Only one man took the trouble to think about our problems and to offer specific, constructive suggestions."

The Burnett media man said he realized the problem could not be solved completely, but he added, "I believe I could add $25,000 to my company's profit ledger if we could solve this problem to a big degree." He noted that Burnett has 20 time buyers, 16 broadcast estimators and 28 billers and payers who spend some time working on spot discrepancies every month.

KYA Sets Stiff Ad Rules; Offers to Be Policy Testing Ground

NEW YORK, Sept. 22—Morton J. Wagner, exec vp of the Bartell group of stations, this week announced that Bartell's San Francisco station, KYA, is offering its facilities as a sort of experimental laboratory to improve the over-all practices of the radio industry.

To spearhead the tests and to make suggestions as to areas where improvement is imperative, Mr. Wagner has set up a committee of top agency men and association executives. Each of these men, whose names he said would not be revealed, will be free to make specific suggestions with the assurance that their ideas, if practicable, will get a 60-day test.

The setting up of this special committee was preceded by the announcement of a new commercial policy for KYA, which is in itself of precedent setting nature. That policy, incorporated in a new card which becomes effective Dec. 15, puts KYA on a single rate policy and also calls for:

- One sales message between musical selections.
- An hourly maximum of 18 commercial units (14 minutes; two 30s or 20s; two 10s).
- Twenty-minute protection and a maximum of two sponsorships hourly for a single advertiser unless all parties are notified and approve an exception.
- Time signals and temperature reports, under 10 seconds and newscasts under four and one-half minutes are not available for sale.
- All announcements may be fixed at the outset within a half hour. If fixed, three days' notice of change will be given if involving a plan, and one week's notice if a category purchase (AA, A, etc.). If notice to move is given, the client has 24 hours, if plan, and 48

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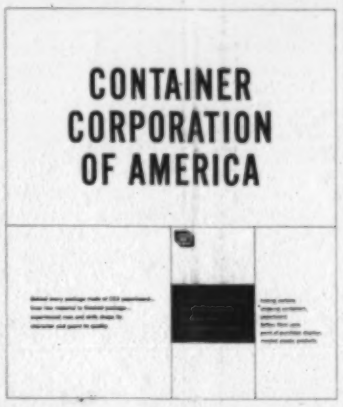

NO METAPHORS—*Container Corp. of America, noted for the "image" advertising in its "Great ideas" campaign, is branching into straightforward announcement advertising with all-text ads like this one, which will run Oct. 5 in the Wall Street Journal and Nov. 7 in U. S. News & World Report. N. W. Ayer & Son is the agency.*

Mutual Drops All Option Time

NEW YORK, Sept. 22—Mutual Broadcasting System, which over the years has been dispensing with most of the patterns of the traditional network operation, has eliminated the only remaining network option time clause from its contracts with affiliates.

Robert F. Hurleigh, MBS president, reported that notices concerning the amended contracts have gone to all the 400 stations directly affiliated with Mutual and to the 53 stations that pick up Mutual programming from regional networks.

This means there will no longer be six and one-half hours of option time on Sunday for the network's block of paid religious shows. These hours were the last vestige

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San Diego Saga . . .

D'Arcy Slated to Land Breast O' Chicken Tuna

Armstrong, Fenton Merger Also Set; Kaner Resigns Ad Post After 14 Years

SAN DIEGO, Sept. 23—ADVERTISING AGE learned today that the Breast O' Chicken Tuna account, billing about $1,000,000, is slated to shift from Grant Advertising to D'Arcy. At the same time, D'Arcy reportedly will complete its negotiations to acquire Armstrong, Fenton & Vinson here (AA, Sept. 5).

AA also learned that Larry M. Kaner, vp in charge of sales and advertising for Breast O' Chicken Tuna, has resigned after 14 years with the company.

- William L. Diener, vp in charge of advertising for Breast O' Chicken, acknowledged earlier this week that the company was "looking over the field" and was talking to several agencies, including D'Arcy, Young & Rubicam and Foote, Cone & Belding. He could not be reached today to confirm the expected D'Arcy appointment.

G. E. Vinson, owner of Armstrong, Fenton & Vinson, could not be contacted today to confirm the impending merger of his agency with D'Arcy.

Mr. Kaner told AA that he had resigned Sept. 19. He declined to comment on why he resigned, but added that he had "no ill feelings." He said his future plans have not been set but that he had "several things in mind."

Mr. Kaner has been directing sales and advertising activities for

(Continued on Page 12)

Canada Probes 'Protection' vs. U.S. Magazines

Adman Beaubien Named to 3-Man Commission Examining Problem

OTTAWA, ONT., Sept. 22—An advertising man, a public relations man and a newspaper editor comprise a newly-established royal commission established by Prime Minister John Diefenbaker to find a method of protecting Canadian magazines against "unfair" U.S. competition.

Chairman of the commission is Grattan O'Leary, 71, a staunch conservative, who is president and editor of the *Ottawa Journal*. His colleagues are George Johnston, a longtime friend and adviser of the prime minister, who is head of the public relations company of Johnston, Everson & Charlesworth, and Claude P. Beaubien, vp in charge of advertising of Aluminum Co. of Canada.

The prime minister indicated that the commission is part of the government's plan to safeguard

(Continued on Page 12)

Still Studying Pay TV Licensing, FCC's Ford Says

NEW YORK, Sept. 22—Frederick W. Ford, chairman of the Federal Communications Commission, indicated here yesterday that the FCC has not yet reached a decision on granting pay tv licenses.

Speaking at a press conference, Mr. Ford said several petitions for such a license were still under consideration by the commission. In an earlier address before the Radio & Television Executives Society, he said that the request for a pay tv test in Hartford, Conn., is still under study by the FCC, although the commission concluded several years ago that it would entertain requests for such systems on a three-year trial basis.

- Mr. Ford also said, in response to a reporter's query, that "option time is not essential to the operation of a network." He added that analysis of the situation by the FCC showed that networks in their negotiations with stations don't bring up option time as a means of getting clearances for their shows. Mr. Ford voted in the minority last week when the FCC passed a rule cutting a half hour from the current three-hour option time permitted in the four segments of the broadcast day (AA, Sept. 19).

At that time, Mr. Ford and the two other dissenters said they wanted all option time eliminated because they questioned its legality. #

Brewer's Ad Slogan Becomes Buc Battle Cry

Iron City Beer Slogan Becomes Watchword of Pennant-Bewitched City

PITTSBURGH, Sept. 22—The raging pennant fever now sweeping this city, home base for the National League-leading Pittsburgh Pirates, is tied to a slogan coined by Rodger McGovern, copywriter for Ketchum, MacLeod & Grove, for the Pittsburgh Brewing Co.

That slogan is "Beat 'em, Bucs." And let's get it straight that "Bucs" is sports page slang for "Buccaneers," synonym for the Pirates.

Banners and signs pleading "Beat 'em, Bucs" are plastered all over the Pittsburgh district these days. You hear the same phrase hundreds of times a day on radio, and both see and hear it often on tv.

Almost every other car carries a "Beat 'em, Bucs" bumper strip. Thousands of newspaper ads, sponsored by businesses of every description, urge this town's favorite ball club to win more victories. emblazoned with the same magic Children wear caps and T-shirts

(Continued on Page 174)

BABY BUGGY BUMPER—*This mother has a "Beat 'em, Bucs!" sign on her baby's stroller. Every other car in Pittsburgh carries a bumper strip with same slogan.*

Last Minute News Flashes

Harris Buys 'Diario' Space to Dun Castro

NEW YORK, Sept. 23—Erwin Harris, of Harris & Co., the agency charging that the Castro government owes it $285,000 for unpaid Cuban tourist advertising, took a half-page ad in today's *El Diario de Nueva York*, Spanish-language newspaper here, with copy reading: "Fidel, the whole world is waiting to see if you keep your word to one little man. Fidel, where is the check that you promised for payment of your past-due debt?" Premier Castro is in New York attending the U.N. session. Mr. Harris, who previously attached a Cuban airplane, has since filed a $50,000 suit here against the Castro regime. Mr. Harris told AA today that he was still waiting to receive a $285,000 check the Cuban government announced it had mailed him last Saturday night.

Ocean Products Switches to Meyerhoff

TAMPA, Sept. 23—Ocean Products Inc., marketer of frozen seafood products, will move its $200,000 account from Henry Quednau Inc. to Arthur Meyerhoff & Associates, Chicago, effective Nov. 1.

Herbst Shoe Narrows Agency Hunt to 16

MILWAUKEE, Sept. 23—Herbst Shoe Mfg. Co., whose agency questionnaire stirred up considerable talk (AA, Sept. 12), interviewed 16 agencies this week. Thomas McConnell, advertising manager, said the field will be narrowed to four finalists, who will meet with the Herbst management team before a final selection is made. Charles Meissner & Associates resigned the $50,000 account. Of the contending agencies, 14 are from Milwaukee, one is from Sheboygan and one from Rockford, Ill.

(Additional News Flashes on Page 173)

Triangle Sues to Halt Post-'49 Warner Film Deal

NEW YORK, Sept. 22—The Triangle tv stations have gone to court to halt the sale of post-1949 Warner Bros. feature films to tv stations in markets covered by Triangle. Included are Philadelphia, Lebanon and Altoona, Pa.; Binghamton, N. Y.; New Haven, Conn.; and Fresno, Cal.

Triangle Stations, which in 1957 bought the Warner Bros. library from Associated Artists Productions, has asked the New York supreme court to force compliance with an alleged option clause in that agreement.

In the complaint and affidavit filed here, Triangle asserted that in 1957, when it purchased approximately 750 Warner Bros. films from Associated Artists Productions, an option was secured from AAP (which then went through various name changes and assignments) for exclusive market rights to all post-'49 Warner Bros. productions "at $4,000 per feature, subject to certain stated escalation."

Named as defendants in the suit were AAP Inc.; PRM Inc. (formerly Associated Artists Productions Corp.); United Artists Associated; Seven Arts Productions Ltd. (formerly Creative Telefilms & Artists); Seven Arts Associated Corp.; Eliot Hyman; and Warner Bros. Pictures.

■ The complaint alleges that Seven Arts was set up to evade the Triangle option and that in effect it took over the operation of Triangle's original licensor and that the principal in both companies was Eliot Hyman (now president of the Seven Arts U. S. subsidiary). The complaint said that Seven Arts Associated Corp.'s offer of these films at a substantially higher price—$15,000 per feature, plus 15% for color rights—violated the option agreement with Triangle.

■ At press time a stay had been granted pending filing of further arguments.

The films reportedly have not been offered yet to stations in Triangle's markets, but the company was said to be concerned about reports that Seven Arts was trying to sell the films in a package to tv network owned stations, some of them in the Triangle areas. #

FREDERICK TREDWAY

SAN FRANCISCO, Sept. 21—Frederick Q. Tredway, 67, who headed advertising at the Southern Pacific Co. for 28 years before his retirement in 1958, died yesterday at Southern Pacific Hospital.

Born in Brooklyn, and a graduate of the University of California, Mr. Tredway joined Southern Pacific in 1921, and in 1930 was named general advertising manager of the railroad. In 1955 he was appointed assistant to the vp, system passenger traffic, with responsibilities for both advertising and public relations.

He retired in June, 1958 (AA, June 16, '58).

■ Among his best known promotions for the railroad was one centering around the slogan for motorists: "Next time try the train." Mr. Tredway's running battle with the airlines, in the matter of ethical advertising, was highlighted by a humorous booklet, "Why Don't Trains Fly?"

The ad, "A short course in railroading for airline executives," which Mr. Tredway wrote, is included in Julian Watkins' book, "The 100 Greatest Advertisements." #

WARNING—*Carven Parfums will run this ad from October through December in Glamour, Harper's Bazaar, Mademoiselle, Seventeen, The New Yorker, Town & Country, Vogue and the Wall Street Journal to introduce its Golden Mistifier measured spray. Daniel & Charles, New York, is the agency.*

Consumers Still 'Hesitant,' Says U. of Michigan Study

ANN ARBOR, MICH., Sept. 21—The latest survey on consumer attitudes and inclinations to buy indicates that the "considerable deterioration in consumer sentiment" which occurred between February and May, 1960, has been halted, but, through August, there has been no evidence of an upswing.

The absence of any significant change in attitude from May—described as a mood of "continued hesitation"—is "the result of counter-balancing movements in two major components," according to the Survey Research Center of the University of Michigan.

The center says that "concern about general business conditions during the coming year has become more widespread, but this has not been accompanied by personal financial setbacks for most consumers.

"Most people think it's a good time to buy cars and household goods, largely because of favorable attitudes toward prevailing and expected prices. But buying plans now are about the same as they were in May" (AA, July 11), the center reports. #

What Happens When 'Time' Hits S. Bend? It's Lark for All

SOUTH BEND, Sept. 22—*Time* will give its first community service award to South Bend residents next week in recognition of the city's contribution to the economic revival of Studebaker-Packard Corp., an important fixture in the community.

Bernhard M. Auer, publisher of *Time*, will present a plaque to the community's citizens "in recognition of their vision, determination and work on behalf of an industry vital to the economy of their community and thereby to the prosperity of the nation."

The plaque will be presented Monday as part of a two-day civic celebration with the theme, "Time for a Lark" (S-P's compact car model is called the Lark).

Another part of the celebration will be a civic testimonial dinner Tuesday night in honor of Harold E. Churchill, president of Studebaker-Packard, and A. J. Porta, exec vp and general manager of the automotive division.

■ The South Bend Chamber of Commerce is planning the dinner to honor the two men who have led S-P's economic revival since the introduction of the Lark in 1958.

Julius Tucker, of the Citizens for Studebaker—a South Bend group formed in 1958 to support S-P's fight for survival—is chairman of the two-day event.

Among the features of the program is to be a parade Monday in which the public will get its first look at the 1961 S-P line, recently unveiled to the press. #

Mrs. Kugel Elected President of Frederick Kugel Co.

Mrs. Frederick A. Kugel has been elected president of Frederick Kugel Co., New York, publisher of *Television*. Mrs. Kugel, who retains a majority stock interest in the company, replaced her late husband as president of the corporation which he founded.

Mr. Kugel also was editor and publisher of *Television*. New publisher is John A. Thayer Jr., previously assistant to the publisher. Kenneth Schwartz, formerly executive editor, has been appointed editor. Other members of the magazine's editoral and business staffs will continue in their present positions.

HEAVY AD—*This Encyclopaedia Britannica ad in the Omaha World-Herald was printed on stock three times heavier than newsprint, to permit use of a business reply card.*

Britannica Uses Heavy-Stock Ad to Permit Reply Card

OMAHA, Sept. 22—Encyclopaedia Britannica Inc. tried an experiment earlier this month—running a page ad in the *Omaha World-Herald* on stock heavy enough to provide a mailable postcard for inquiries.

The ad was printed on heavy white kraft, approximately 90 lbs. —three times the thickness of newsprint. Britannica supplied the paper, which was specially coated to make it compatible with newspaper ink.

The ad was printed on regular *World-Herald* presses. Britannica bought the one b&w page, plus the space on the reverse side for the front of the business reply card, located in the lower right corner of the ad. Other advertising matter filled the rest of the reverse side.

■ Britannica depends heavily on the use of the mails to obtain leads, and the *World-Herald* experiment is an attempt to reduce costs in securing leads.

At Britannica headquarters in Chicago, the company said further use of the heavy stock newspaper ads will depend on the return it gets from the *World-Herald* ad.

Britannica placed the ad direct. #

Sindlinger, BofA Find Crest Gains in Sales, Impact

NEW YORK, Sept. 21—Taking surveys concerning Crest toothpaste is becoming a popular pastime. Among this week's entries:

• The Bureau of Advertising, American Newspaper Publishers Assn., which found that newspaper stories and advertising on Crest's approval by the American Dental Assn. had a high impact.

• Sindlinger Co. analyzed August toothpaste sales and concluded that Crest unit purchases jumped 39% and dollar purchases zoomed 60%.

• Latest returns in ADVERTISING AGE's survey of dentists indicated that some dentists approved of the organization's testimonial for the brand, while others felt it was a breach of good taste and ethics (*story on Page* 140).

■ The BofA surveyed more than 500 housewives twice—the first wave Aug. 6 and Aug. 7, the week in which news reports first appeared that the Procter & Gamble Co. dentifrice had been approved as a decay-preventive by the ADA. At this time, 38% said they had heard or read something to that effect.

The second survey was conducted between Aug. 20 and Aug. 23, after P&G ran a page ad reproducing some of the news stories. Even though two weeks had elapsed since the first survey, this time 42% of the housewives reported familiarity with the event.

In the first wave, 21% identified Crest as the product referred to in the ADA statement; after the P&G ad, the figure rose to 30%.

■ The Sindlinger survey reported that average weekly Crest purchases in August were 1,380,000; that 34% of the purchasers were brand switchers—13% from P&G's Gleem; 6% from Pepsodent; 5% from Ipana; 4% from Stripe; 3% from Colgate; 3% from all other brands.

Outstanding among the Crest surveyors—but one which has not made its findings public yet—is Procter & Gamble. #

Visual Arts Names Hoskins

Visual Arts, Detroit, division of the Valeron Corp., has appointed Charles E. Hoskins to the new post of accounts executive. Mr. Hoskins was formerly a copywriter with LaRue-Cleveland Inc., Detroit, and a promotion writer with the American Society of Tool Engineers.

Highlights of This Week's Issue

McCann-Erickson acquires Hoist & Male and names Milton O. Hoist and Mrs. Zaida Male to head the new Hawaiian division ..... **Page 4**

T. E. MacDonald, president of MacDonald Advertising Services, says classified advertising has outgrown its status as the poor relation in the newspaper industry and has become a gold mine ..... **Page 24**

Industrial Marketing receives 700 entries in its 22nd annual business paper editorial achievement competition.. **Page 25**

Senate ends antibiotic price investigations following probe of advertising operations of Parke, Davis & Co. ..... **Page 28**

Oil industry plans a multi-pronged strategy to boost the use of petroleum products ..... **Page 36**

J. O. Peckham, exec vp of A. C. Nielsen Co., says food store sales will reach $75 billion in 1969 and the large majority of these sales will come from nationally advertised brands ..... **Page 40**

Heublein Inc. launches $500,000 advertising campaign to promote its revamped line of bottled cocktails ..... **Page 46**

George Clark, professor of advertising at New York University, says admen and women should quit their breastbeating and go out and "sell" their profession to the nation ..... **Page 48**

Gordon C. Bowen, president of the Premium Advertising Assns of America, says the premium field has maintained good taste ..... **Page 52**

National Distillers Corp. launches the largest r.o.p. color campaign it has ever scheduled for Old Taylor 86 bourbon with ads slated in 43 newspapers in 30 top markets ..... **Page 60**

General Electric introduces a new line of trapezoid-shaped water coolers ..... **Page 64**

Kobrand Corp., U. S. distributor of Robertson's Yellow Label scotch, kicks off a new advertising campaign by adding the "communications media" to its list ..... **Page 68**

G.E.M. Inc., the closed-door department store, schedules a $60,000 campaign, using newspapers and radio, to break with the opening of its second store in Prince George's County, Maryland ..... **Page 70**

Robert B. Konikow, managing editor of Advertising Requirements, suggests seven rules to follow in the successful buying and giving of business Christmas gifts ..... **Page 72**

Ciba Pharmaceutical Products launches campaign for its antihistamine, Pyribenzamine, in which it concedes that the drug is not effective in "every" case of allergy ..... **Page 74**

Borg-Warner Corp. is ordered to stop using the name "York" for its furnaces and heating products and to pay $2,280,000 in damages to York-Shipley Inc. ..... **Page 76**

National Newspaper Promotion Assn. plans a comprehensive inventory of newspaper research as a first step in an over-all plan to expand newspaper research activities ..... **Page 115**

Dr. Frank G. Davis, director of research of Johnson Publishing Co., says the Negro consumer "has to be pre-sold through a system of social processes which establish the brand as a symbol of status and racial progress" ..... **Page 116**

J. M. McCunn & Co., the House of John Begg, kicks off an extensive campaign carrying the threat of hellfire and eternal damnation to retailers who don't sell quality ..... **Page 119**

G. A. Bradford, consultant on advertising and sales promotion of General Electric Co., says one of the advertising industry's problems is its nearness to "communication saturation" ..... **Page 130**

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EASY BUYING—*Sylvania Lighting Products will advertise the new color-keyed packages for its light bulbs via this color page in the Sept. 24 Saturday Evening Post, plus a second ad in the Oct. 22 issue. Kudner Agency, New York, is the agency.*

Promotion Aid 'Voluntary'

No Pressure on Vendors for Aid, Macy Tells FTC

'58 Promotion Used $540,000 in Contributions From Store's Suppliers

NEW YORK, Sept. 22—The Federal Trade Commission this week began investigating "unfair acts and practices" by retailers pressuring manufacturers for promotional aid. The case in point in three days of questioning here was R. H. Macy & Co. and its 100th anniversary promotion in 1958.

During the hearing, Macy executives testified that the store had solicited contributions from 750 suppliers to help put on its centennial celebration. Each was asked to contribute $1,000, and the store eventually collected $540,000 from between 560 and 570 of the 750 vendors approached.

The executives, however, testified repeatedly that the contributions were voluntary, and they insisted that no pressure had been brought to bear on the vendors. In fact, Macy's buyers were instructed not to jeopardize the relationship of the store with its suppliers by insisting they chip in. "If suppliers were not interested, the matter was to be dropped," Herbert L. Seegal, senior vp, testified.

■ When asked whether vendors who had contributed "had received any benefits as opposed to those who had failed to contribute," Mr. Seegal said that the contributing vendors had gained "only insofar as the store prospered."

"Macy's can't be bought for $1,000," he said.

He also pointed out that no commitments were made to vendors of their merchandise being featured in windows, interior displays, ads, and the like since the promotion was one of "image" rather than "product."

Jack Hanson, Macy's New York controller, also testified that Macy's had patterned the "framework" of its promotion on the 100th anniversary project of Marshall Field & Co., Chicago. Ideas borrowed from Field's included the publication of a book on the store and the idea of setting $1,000 as the amount for vendor contribu-

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Go Santa Fe; Months to Pay, Ad Headlines Say

CHICAGO, Sept. 20—Atchison, Topeka & Sante Fe Railway System currently is promoting its new, "Ride now, pay later" plan. This is believed to be the first time that a railroad has offered such a plan on such a broad basis.

Santa Fe is running medium-size ads in about 40 newspapers in areas served by the railroad. The offer also is being advertised on "Tenth Hour News" show on WGN-TV, Chicago. Leo Burnett Co., Chicago, is the agency.

Under the "Ride now, pay later" plan, a person can take a trip anywhere on Santa Fe trains by paying 10% of the full cost of the trip and paying the remainder in monthly payments spread over 12, 18 or 24 months. Advertising for the plan will continue through October. #

COLLEAGUES—*Theodore L. Bates (right), honorary chairman of Ted Bates & Co., New York, has a word with G. F. Mills, chairman of Spitzer & Mills, as he gets ready to sign agreement forming a new Canadian agency to be know as Spitzer, Mills & Bates (AA, Sept. 19). Mr. Mills remains as chairman of new shop and becomes a director of the Bates agency.*

Southwest Dailies Show 15% Gain in ROP Color Linage for First Half

33 Papers Carry 14,636,608 Lines of Color, Murphy Says

DALLAS, Sept. 20—Daily newspapers in the Southwest report an increase of 15% in r.o.p. color advertising for the first half of 1960 over the same period in 1959.

Five dailies are adding color press equipment this year for the first time, and eight others will expand their color facilities this year. Today, 83 dailies in Texas, New Mexico, Louisiana and Arkansas offer color to advertisers.

These were highlights of a report given by John Murphy, executive director of the Texas Daily Newspaper Assn., to the Southwest Newspaper Color Conference last week. More than 100 newspaper, agency and advertiser people attended.

Mr. Murphy said that 33 Southwest dailies reported a total of 14,636,608 lines of advertising for the first half of 1960, an increase of 15% over 1959. He commented that r.o.p. color facilities have increased from 51 dailies in the four states 10 years ago to the present 83, and that 50 of the dailies offer full color. A decade ago, he said, most papers could offer only one color and black.

■ If a newspaper gives advertisers what they want in color advertis-

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Greenfield Leaves Simoniz to Join Weiss Agency as VP

CHICAGO, Sept. 23—Paul J. Greenfield, marketing director of Simoniz Co., has resigned to join Edward H. Weiss & Co., effective Oct. 1, following a series of marketing changes at Simoniz this year.

Mr. Greenfield, with Simoniz six years and marketing director since November, 1959, will be vp and account supervisor on the Purex account at Weiss. The Purex account has not had a regular supervisor since Robert N. Harris left Weiss to join Allen B. Wrisley Co., a Purex subsidiary (AA, March 14).

Paul J. Greenfield

Simoniz said the post of marketing director will not be filled immediately.

Earlier this year Simoniz moved its account from Young & Rubicam, and two months later named Dancer-Fitzgerald-Sample, New York and Chicago, its agency. In June, Chester Gifford, former Schick chairman, joined Simoniz as president. Last month John M. Tyson Jr. was named ad director, a new Simoniz post.

Mr. Tyson and Arthur F. Connolly, general sales manager, who both formerly reported to Mr. Greenfield, now will report to Mr. Gifford. #

Sunkist Budgets $1,842,000 for Fresh Oranges

LOS ANGELES, Sept. 22—Sunkist Growers has budgeted $1,842,000 for advertising of fresh oranges during the 1960-'61 season.

Consumer ads will consist of color pages in nine issues of *Life*, six issues of *Look* and seven issues of *Parents' Magazine*, starting with the movement of the navel crop to the market in December.

All ads for navels and valencias, which start moving in early summer, will push the basic theme: "Meat of the whole fresh orange" and "juice of the whole fresh orange."

Russell Z. Eller, Sunkist advertising manager, said. "this theme has been extremely successful over the past several years. The new season strategy has virtually the new look for the basic theme."

Fresh oranges will also be advertised in medical and professional journals.

■ For support of the advertising, Foote, Cone & Belding, Sunkist's agency, has developed a "merchandise idea of the month" program, based on such merchandising themes as Christmas holiday promotion, back-to-school and party-time snack. This promotion will include price cards, posters, banners and other point of purchase material. #

Uncas and International Marine to Dean & Herr

Uncas Inc., Providence, R. I., ring manufacturer, has switched its national ad and pr account from Bo Bernstein & Co., Providence, to Dean & Herr, Providence.

Dean & Herr has also been named to handle the national advertising and public relations for International Marine Corp., Marblehead, Mass.

Dodge's Moore 'Cringes at Charges,' Then Blasts Off with Some of His Own

Takes Issue with Copy Claims for Tires, Beer, Camera and Brassiere

LOS ANGELES, Sept. 20—"Every moment in our business is, or should be, a moment of truth," W. D. Moore, director of advertising and sales promotion for Dodge, told members of the Advertising Club of Los Angeles last week.

"But," he said, "I cringe a little when I hear the charges and accusations currently bandied about concerning today's advertising, and the so-called image of Madison Avenue.

"The mere mention of Kintner, Kefauver, Galbraith and Schlesinger raises hell with my low boiling point. The sight of words like 'payola,' 'hucksters,' 'hidden persuaders,' and 'Cleveland Plan' make me mad.

"And the wrangling of the Four A's, the Three B's, the AFA, the FTC, *Ad Age*, and *Printers' Ink*, all trying to straighten out our new-found mess (real or imagined), is beginning to grab. And you know where.

■ "But what bugs me most is the fact that these charges and accusations are not entirely unfounded. Our hallowed cubicles are, indeed, harboring a monster, and of our own creation."

Mr. Moore cautioned that playing light with the facts, engaging

(Continued on Page 181)

Lincoln Center Fund Drive Is Ad Case History

Admen Show Committee Conservatives Spending Money Can Raise Money

NEW YORK, Sept. 22—An interesting case history in the use of advertising for a unique purpose is provided in the final report of the public participation program committee for the Lincoln Center for the Performing Arts.

Lincoln Center, envisaged as housing many of New York's cultural activities, is supposed to be finished in 1964. It will cost about $102,000,000, of which $66,000,000 has been raised or promised.

Kersting, Brown & Co., the fund raising consultant on the project, helped in studies of similar campaigns in Pittsburgh, Chicago, Dallas, Detroit and other cities. The conclusion was, in essence, that while "public" donations wouldn't build Lincoln Center, and only large gifts from wealthy people and corporations would, it was essential to make the public aware

(Continued on Page 182)

'Dallas Times-Herald' Bars Religion Talk in Political Ads

DALLAS, Sept. 20—The *Dallas Times-Herald* bulletined all ad department heads today advising that, effective immediately, no political copy referring to religion would be accepted.

"The action was taken as an extension of our historic policy of rejecting church ads which are critical of any denomination," explained James V. Lovell, assistant general manager for advertising.

"Both candidates have eliminated the religious issue as a debatable subject during the campaign," he said, "and we are certainly not going to permit their wishes to be violated." #

Coffee Bureau Alters Stress on TV, Magazines

NEW YORK, Sept. 21—Pan American Coffee Bureau is going into tv, in addition to magazines, and is "more than doubling" the size of its program.

The new campaign will feature the theme, "Make it coffee—make it often—make it right," both as an ad headline and as a tv jingle. The bureau's previous campaign, featuring the "League of honest coffee lovers" will be dropped, along with its "crusade for honest coffee."

On tv, the company will participate in 12 network shows, this effort to be augmented by spot

COFFEE TIME—*This two-color page in four magazines will open the new Pan-American Coffee Bureau campaign in October.*

schedules in 30 markets. The shows will be "Hong Kong," "Day in Court," "Queen for a Day," "Gale Storm," "Beat the Clock," "The Texan," "Love That Bob," "Road to Reality," and "About Face" (all ABC-TV); plus "Laramie," "Raven," and "Outlaws" (all NBC-TV).

The one-minute spots will show young couples in a variety of situations—camping, at a ski cabin in winter, and entertaining at home—as well as teen agers at a party, all brewing coffee "right" in various types of coffee makers.

■ For its magazine campaign last year, the company used *Life*, *Look* and *Post*. This year it is using tv for the "mass" market and is switching to three women's magazines and one in the shelter field; the four—*Better Homes & Gardens*, *Good Housekeeping*, *Ladies' Home Journal* and *McCall's*.

The new print ads will show a man or a woman "delightedly" sipping coffee. The copy philosophizes: "The happiest moments of your day often come in coffee cups" and then reminds readers how to brew the beverage properly. A coffee measure and folder on coffee making are offered for 10¢.

The trade magazine campaign follows the theme of the consumer campaign. Full-page insertions are scheduled in *Coffee & Tea Industries*, *Tea & Coffee Trade Journal* and *World Coffee & Tea*.

Batten, Barton, Durstine & Osborn is the agency. #

'Wichita Beacon' to Be Acquired by 'Wichita Eagle'

WICHITA, Sept. 21—The *Wichita Beacon* and the *Wichita Eagle*, competitors for 88 years, will merge soon. Sale of the *Beacon*, an evening and Sunday newspaper, to the *Eagle*, which published morning, evening and Sunday editions, was announced yesterday.

Marcellus M. Murdock, *Eagle* publisher, said the *Beacon* will continue to be published for a time, but eventually will be merged into the *Eagle*. Sale price was not announced, but estimates were that the *Eagle* paid close to $1,000,000 cash and assumed some $1,700,000 in *Beacon* obligations.

Circulation of the *Beacon* is 119,859 Sunday and 94,298 evening. The *Eagle* has 124,175 Sunday, 106,473 morning and 76,906 evening.

Holst & Male Becomes Hawaii Unit of McCann

Predecessor Honolulu Shop Had Agreement with H. K. McCann 39 Years Ago

NEW YORK, Sept. 21—McCann-Erickson today confirmed its acquisition of Holst & Male, Honolulu, as the Holst & Male division of McCann-Erickson Advertising (U.S.A.). The division will be headed by Milton O. Holst, president, and Mrs. Zaida Male, senior vp. Carson Magill, McCann vp, will have Honolulu headquarters and be coordinating manager between Honolulu and the western region of McCann, based in San Francisco.

PLACE OF BUSINESS—*This is the Holst & Male office in Hawaii, royal palms and all. It is five minutes from Waikiki and from the center of Honolulu.*

Holst & Male (annual billing about $1,500,000) is the third Pacific agency to be acquired by McCann. In June it acquired the F. G. Mullins Co., Seattle, and last September merged with Hansen-Rubensohn, Sydney, to form Hansen-Rubensohn-McCann-Erickson, an operation since expanded to Melbourne and Adelaide.

■ Holst & Male is the heir to a long series of agency changes in Honolulu. They began when the late Charles Russell Frazier organized the first agency in the islands in 1900. In 1920 Charles R. Frazier Co., then Honolulu's only recognized agency, started the Hawaii Visitors' Bureau Advertising. In 1921, when the territorial legislature matched business support on a dollar-for-dollar basis, the campaign went into magazines. The ad budget was $15,000.

Mr. Frazier worked out an arrangement with the H. K. McCann Co., San Francisco, under which he developed the ideas in rough form, and the McCann agency worked the ideas into finished ads, recommended schedules and handled placement.

Mr. Frazier continued in the business until 1926 (he died in 1954), when he sold the agency to George Mellen, who operated it as Mellen Associates. Mr. Mellen closed the agency just after Pearl Harbor to concentrate on writing and publishing house organs.

Meantime, Randolph Crossley, who had worked with Milton O. Holst in a Los Angeles agency, came to Hawaii with his bride on their honeymoon and decided to stay. Mr. Holst arrived later, and with Mr. Crossley formed Crossley Associates. Two years later, Mr. Crossley bought control of Hawaii Tuna Packers, and sold out the agency to Mr. Holst, who formed a new agency with Walter MacFarlane; in 25 years, with numerous partnership changes, it had become Holst & Cummings & Myers.

■ William H. Male, who had been Mellen Associates' office manager, started his own agency in 1942. When he died in January, 1955, his widow continued to operate the agency. On June 6, 1957, Holst & Cummings & Myers and W. H. Male Ltd., then Honolulu's two oldest and largest agencies, merged as Holst & Male.

The first national agency to open a Hawaii branch was N. W. Ayer & Son, which established an office in 1938. There are now ten recognized agencies, national and local, in Hawaii. #

Union Carbide Sets $500,000 Ad Push in 'Reader's Digest'

NEW YORK, Sept. 21—The *Reader's Digest* has signed Union Carbide Corp. as a global advertiser and the giant chemical company will be spending at least $500,000 in the worldwide editions of the *Digest* during the next 12 months.

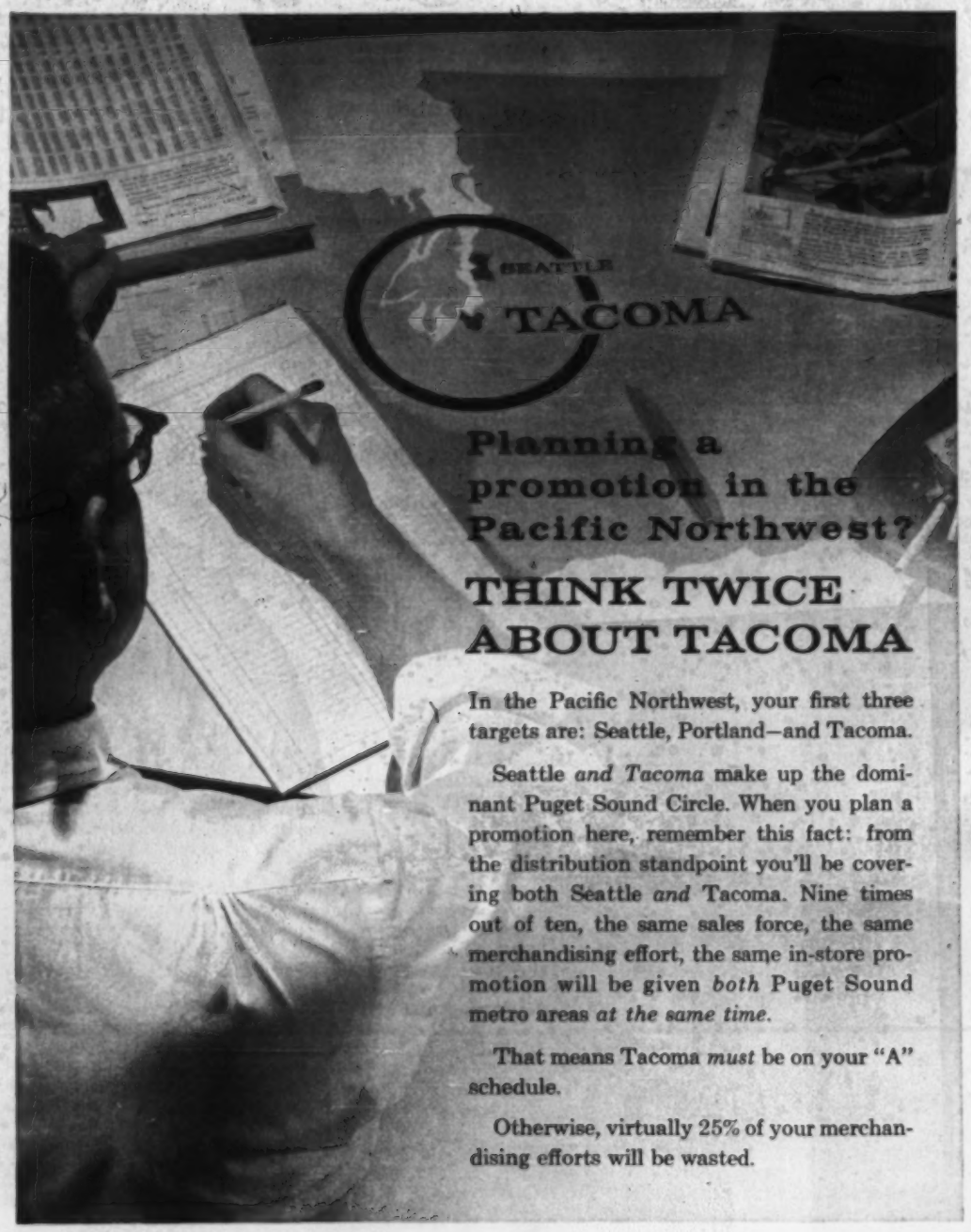
The campaign, which began with a color page in the September issue of the U.S. edition, will utilize 28 of the *Digest's* 31 editions. The British and the two Canadian editions are not on the schedule.

The *Digest* gives a 10% discount to advertisers using 24 or more editions. The exact cost of the Carbide campaign cannot be determined yet because the 1961 schedule still has to be filled out. However, Carbide will be spending $160,000 in the remaining months of 1960.

■ Three agencies are involved in the campaign: J. M. Mathes Inc., corporate advertising; William Esty Co., product advertising, and National Export Advertising Service, international advertising. #

Dussault Joins North Electric

Larry Dussault has joined North Electric Co., Galion, O., as assistant to the director of advertising, a new post. Mr. Dussault was formerly planning and advertising manager of the Acro division, Robertshaw-Fulton Controls Co., Columbus, O.



Planning a promotion in the Pacific Northwest?

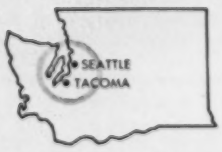
THINK TWICE ABOUT TACOMA

In the Pacific Northwest, your first three targets are: Seattle, Portland—and Tacoma.

Seattle *and Tacoma* make up the dominant Puget Sound Circle. When you plan a promotion here, remember this fact: from the distribution standpoint you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same in-store promotion will be given *both* Puget Sound metro areas *at the same time.*

That means Tacoma *must* be on your "A" schedule.

Otherwise, virtually 25% of your merchandising efforts will be wasted.



So, always, every time—
THINK TWICE ABOUT TACOMA

First, as a market that demands complete *local* coverage.

Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1960.
They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.
Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive, West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Adman in the News . . . David C. Stewart

NEW YORK, Sept. 20—The election of David C. Stewart as president of Kenyon & Eckhardt (AA, Sept. 19) brings to the helm of the nation's 10th largest agency a 52-year-old business man who has never written copy, never designed an ad and never worked as an account executive.

Once described by an associate as "looking more like a client than an agency man," Dave Stewart has spent 15 years with K&E—his only agency experience—and rose to the top slot through the administrative ranks.

"Any business man can operate an agency," he said yesterday in an interview, "providing he has a feeling for these things. I am sure I have a feeling for this business. I understand the minds of creative people. I know how they think. I know how to get them to work together. They can come to me as if I am the client. What does it matter, as long as the best work comes out."

■ Changes are in the works for K&E. Last week the agency launched in ADVERTISING AGE the first house campaign in its history ("The unexpected twist, and why K&E sweats for it"). This is part of Mr. Stewart's plan to create a new image for K&E.

For a number of years now Mr. Stewart and other K&E executives have been conducting informal polls to determine what image the agency does have. Mr. Stewart said the answers added up to this picture: "Solid, respected, competent, one of the top 10, not as exciting as it could be."

This is the picture Mr. Stewart plans to alter. His aim is to give the agency a reputation for "dynamism."

As a result, K&E people will be "getting out" more in the future. Mr. Stewart believes the agency is well stocked with talent but that not enough people know about it.

■ Mr. Stewart, who is tall, distinguished-looking and forceful, will be in the forefront of this image-building campaign. He has rarely graced speakers' platforms in the past—but he will now.

"I'm not concerned with the past," he stated, with a brush of his hand. "I'm anxious to grow. I'm anxious to give direction. I'm willing to listen. I'm a very good listener.

"I want every damn person on the payroll to be a salesman for K&E."

Under the Stewart administration, K&E will no longer have a minimum billing qualification. The new president said the agency is interested in "any business that has a growth potential." He added: "$300,000, $400,000, $500,000—fine, as long as they have a potential."

■ Mr. Stewart said he would "love" to see K&E billing about $150,000,000. (The agency billed $95,000,000 last year.) On mergers, he has an open mind. "If it's a merger from strength, I'm willing to talk to anybody," he said.

David C. Stewart

Mr. Stewart believes he starts with an advantage in that he knows the K&E personnel so well. "Heck, I hired most of them myself," he pointed out. He said that the last time he checked names on the payroll he found that he could place in his mind 300 people. The agency has a staff of 800.

Mr. Stewart does not like to see idle hands. "I have found," he said, "that people work better under heavy loads. They're happier. They sparkle."

■ K&E's new chief entered the agency business accidentally. He began his business career in 1928 with Socony Mobil, working in various sales capacities until he moved into fiscal management. In 1938, he became an officer and director of Petrol Corp., a large independent oil company later absorbed by Cities Service.

During World War II Mr. Stewart served in the Navy with the electronics division of the bureau of ships, becoming a lieutenant commander. His duties were basically management consulting, and his commanding officer was Capt. Richard Paget, who came out of the service to help form Cresap, McCormick & Paget, management consultant.

Mr. Stewart first returned to Petrol Corp. but soon got a call from Paget. Ed Cox of K&E knew Mr. Cresap and had asked him if he knew anyone who would be

able to understudy Charles Vasoll, the agency's treasurer.

■ Mr. Stewart went up to K&E to face a formidable committee of Otis Kenyon, Ed Cox, Dwight Mills, D'Arcy Brophy and Charles Vasoll, who interviewed him en masse. He recalled this interview yesterday as a frightening experience. He remembered that there was some question about salary—"I needed the money," he said—and the deal was finally made when Dwight Mills said, "Oh, let's give him the extra $1,000."

Joining the agency in 1946, Mr. Stewart became secretary and general manager under Dwight Mills in 1947. He was elected a director two years later. In 1952, he became treasurer and a member of the executive committee.

He has held the treasurer's post ever since 1952. A reorganization in 1956 brought him to the position of senior vp, and another revamp in 1958 gave him the post of exec vp, responsible for general operations of the agency.

He was elected president to succeed William B. Lewis at a board of directors meeting last Thursday. #

Compton Names Two A.E.s

Bruce P. Andrews and John R. Coyne have joined Compton Advertising, Chicago, as account executives. Mr. Andrews formerly was with Kenyon & Eckhardt as account executive on Whirlpool Corp. Mr. Coyne previously held creative and account posts with Foote, Cone & Belding.

Hoefer Heads BBB Ad Unit

John Hoefer, Hoefer, Dieterich & Brown, San Francisco, has been named chairman of a new 38-member board of review established by the Better Business Bureau to review advertising alleged to be misleading in complaints submitted to the BBB.

TO INSURE COMPLETE CLARITY . . .

. . . in group communications and avoid costly garbling . . . call on The Jam Handy Organization for the assistance of specialists. We're experienced in all visual aids, staffed to handle any assignment, or any part of the job.

You're aware of the damage that can be done when a message gets twisted as it's passed along. Experience shows that even the simplest statement can lose much of its meaning in transmission. That's why clarity is a must in group communications—both internal and external. For help in making sure that the right message reaches the right audience with maximum impact and effectiveness, just call

THE JAM HANDY ORGANIZATION

NEW YORK DETROIT CHICAGO HOLLYWOOD

Why your ad page gets read more often in the Post!

"The headline jumped up and hit me. It read ART LINKLETTER INDICTED. I had been indicted by a Federal grand jury for falsely claiming to be an American citizen." [1]

"Her pregnancy told her that she should hurry back East before the solemn grip of winter fell on the land. She was afraid to have the child touch her within." [2]

"We found out not who is going to win in November, but where both Kennedy and Nixon must look for the votes they need to gain a majority." [3]

"There was no sound. No sound at all. No gasp, no murmur. Only a very slow-spreading stain of red— scarcely visible in the darkened room —and the cessation of the even breathing!" [4]

The young lady is reading the September 24th issue of The Saturday Evening Post. Its exciting blend of words and pictures is edited to hold her attention. To bring her back again and again to the magazine's editorial pages — and to your ad page. Fact is, a Post ad page (like the CHEF BOY-AR-DEE ad on page 48 of the September 24th Post) gets seen 37% more times by the average reader than the same ad in the other big weekly. And the more you repeat a message, the more chance it has of sinking in. That's why you get *results* in The Saturday Evening Post! *Readers turn and return to your ad page in the Post — the hi-frequency weekly.*

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

1 "Confessions of a Happy Man" by Art Linkletter 2 "Plainswoman" by Williams Forrest 3 "Nixon or Kennedy?" by Stewart Alsop 4 "Alibi for Murder" by Nancy Rutledge

This Week in Washington . . .

Boom in Drug Counterfeiting Gives Big Headache to Food & Drug Agents

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 22—Agents of the Food & Drug Administration are fanned out in a cloak-and-dagger manhunt which is sure to add more fuel to the current debates over drug prices.

In at least three recent cases state and federal enforcement officers have seized counterfeit shipments of important "wonder" drugs. The new dragnet is expected to show that drug counterfeiting is a far bigger operation than anyone has assumed.

Sometimes the counterfeiters pass off worthless, or sub-standard, drugs. Obviously, that's a practice which borders on manslaughter. But it isn't a particularly profitable way to operate; if a patient doesn't react properly to a prescription drug, there is an almost automatic reaction from the doctor. He's likely to call the nearest FDA office—and then the fat is in the fire.

■ One of the significant things about the current counterfeiters is that some of them are providing drugs which show no significant deficiency in the active ingredient vital to the patient.

From a law enforcement standpoint there still is, of course, nothing to trifle with. Unless FDA knows who makes the drug, there is no way of being sure that it is produced under adequate quality controls.

The fact that he has delivered a reasonably potent substitute may salve the conscience of the counterfeiter, but it is only a partial consolation to law enforcement officers.

Some degree of a health problem may still remain. For the counterfeit drug may omit extra ingredients which give added value to the legitimate brand.

At this point, FDA is exceedingly reluctant to talk about its efforts to track down the counterfeiters. "Unless we get the molds used to stamp out the pills," an FDA expert explains, "there's nothing to prevent the counterfeiter from continuing his business."

■ Aside from the question of health, the investigation of drug counterfeiting points up ethical and economic considerations vital to the public's confidence in our drug distribution system.

Distribution of counterfeit drugs inevitably encompasses the pharmacist. Often he's an unknowing accomplice. But in today's highly competitive markets pharmacists —like consumers—are sometimes tempted to deal with the fellow who offers an appealing price.

Since counterfeiters often imprint on their product the mark of the regular, reputable manufacturer, there is also the matter of trademark infringement.

The counterfeits involved in the current investigation are not to be confused with "off-brand" drugs sold to people who prefer to make savings.

"Off-brand" drugs are distributed through regular channels and deliberately purchased, at regular quoted prices.

Counterfeits are passed off secretly as one of the high-priced regular brands. The consumer assumes he is getting the legitimate product, and he pays a long price for that privilege.

■ From the FDA standpoint, the counterfeiting problem in the drug business is an exceedingly difficult assignment. Perfectly usable drug materials are readily available to processors who want to get them. The pills are easily stamped out; then they are peddled to druggists or suppliers in plain brown paper bags.

The economics of the drug industry invite counterfeiting. With prices sometimes pegged at high levels, the counterfeiter can afford to provide an acceptable potent drug, and still undersell the legitimate manufacturers by such a vast amount that the druggist succumbs to temptation.

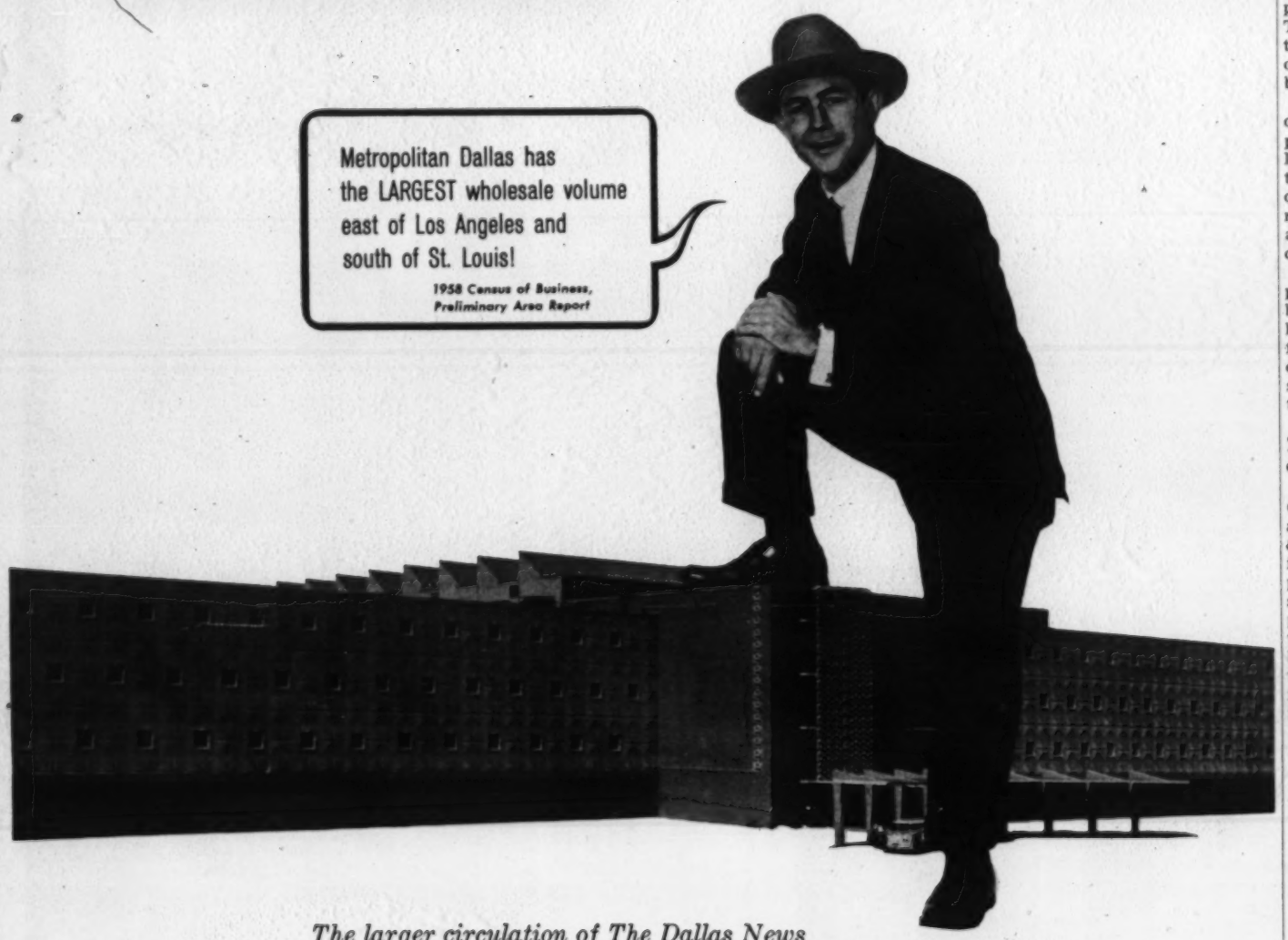
It is as if the price of gold were pegged by government order far below the market price. When this has happened in the past counterfeiters have stamped out phony coins that actually contained more specie than the official currency of the realm. #

REBUTTAL—*On Sept. 26, when Flora, Ill., becomes "Ford Town, U.S.A." for introduction of the 1961 line (AA, Sept. 19), Chevrolet will run this b&w page in newspapers in Flora and surrounding communities. Campbell-Ewald is the agency.*

Q: What makes Big D big?

Metropolitan Dallas has the LARGEST wholesale volume east of Los Angeles and south of St. Louis!

1958 Census of Business, Preliminary Area Report



The larger circulation of The Dallas News not only sells Dallas. But it sells out-of-county customers as well. They account for 26.4% of Dallas' retail sales, in addition to their at-home buying, which is strongly influenced by The News!

The Dallas Morning News
BIG
CRESMER & WOODWARD, INC. • National Representative
THE LEONARD CO. • Florida Travel Representative

Thomas Publishes Pocket Guide of Paper, Graphic Arts Terms

Thomas Printing & Publishing Co., Kaukauna, Wis., has published a "Pocket Encyclopedia of Paper & Graphic Arts Terms." Prepared in simple dictionary format, the pocket edition is divided into four sections dealing with paper and paper mill terms, graphic arts terms, folding carton and boxboard industry terms and ink terms. Priced at $1, it is available from Thomas Printing & Publishing Co., Kaukauna, Wis.

Two Florida Agencies Merge

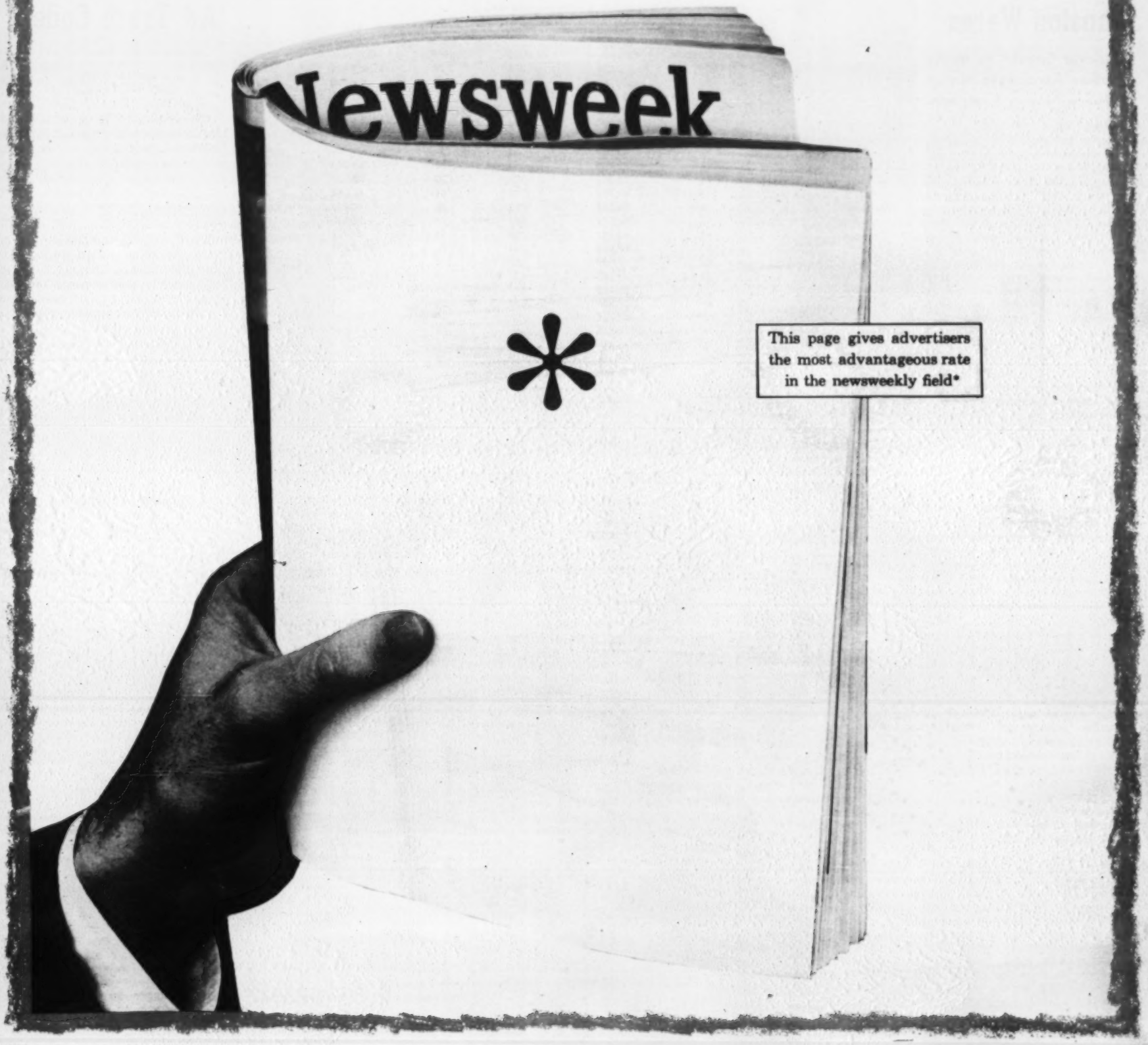
Dwight Holmes Advertising, Largo, Fla., has been merged with Advertising Inc. of Florida, St. Petersburg. Organized three years ago, the Holmes agency currently is servicing more than 25 industrial companies in Pinellas County. The combined agencies will continue under the name of Advertising Inc. of Florida, and under the direction of Frank Branes, exec vp. Offices are at 116 Sixth St. S., St. Petersburg.

'Coronet' Names Two

Coronet has promoted David Rubin from the sales staff of "Family Shopper" to the magazine's New York sales office. Sherwood H. Leavitt, formerly with Stauffer-Capper publications, has joined *Coronet's* sales staff.

Harrison Adds Dress House

Seymour Jacobson Inc., New York, manufacturer of dresses, has appointed Lester Harrison Inc., New York, to handle advertising. The previous agency of record is Crofton Advertising.



*Where you talk to top executives, with top efficiency

Whether you sell electronic brains or electric razors, generators or golf balls, machine tools or motorboats, the man of management is your key customer. He influences the purchasing decisions of his business. He demands the best for his home. To reach him, the efficient place is Newsweek.

- **For each thousand advertising dollars, Newsweek gives you 120,000 readers who are managers, proprietors and officials. (U.S. News & World Report gives you 108,000. Time, 55,000.)**

Because top executives prefer to do their own thinking, they choose Newsweek's *fair*, clear reporting. Because they have broad interests, they prefer Newsweek's *complete* news coverage. If your company counts on *you* to make the most of every advertising dollar, remember: that dollar goes further in Newsweek.

SOURCE: Reading Audience Data—the Sindlinger & Co., Inc., study of the characteristics of the newsweekly magazine reading audience, based on 1961 rates of all 3 newsweeklies.

The world-wide newsweekly for communicative people

Beware Higher Postal Rates, Johnston Warns

Senator Speaks as MASA Makes Awards to Nahm, Others; Names Sampson

DETROIT, Sept. 21—The volume of mail is keyed to the prosperity of the country, and therefore unduly high rates should be examined with care before being put into effect, said Senator Olin D. Johnston (D., S.C.), in speaking to the annual convention of the Mail Advertising Service Assn. International this week.

Sen. Johnston is chairman of the Senate post office and civil service committee and has opposed many of the changes in postal rates sought in recent years.

He advocated increased Post Office efficiency and service and a restoration of the principle that the postal service is a public service, not an income producer. He advocated a long-term program of research and capital improvements compatible with the highest standards of business efficiency.

■ "As you people in direct mail advertising know, you can price yourselves out of business, and should be alert to the drive to place postal rates even higher," Sen. Johnston said. "If your prices get out of hand, your customers will turn to other types of advertising. As the rates for fourth class mail have skyrocketed, the volume has diminished, as has the use of the postcard.

Sen. Johnston asked members to keep pressing for findings of research conducted by the Department of Commerce in 1958, on use of third class mail. An expenditure of $200,000 was made in circulating 35,000 questionnaires to mail users, but so far the Commerce Department has made no report on the information gained. It would reveal, he said, total sales resulting from use of third class matter, number of persons employed as a result of such sales, and taxes paid to the federal government by third class mail users.

■ Highest honor in direct mail advertising given at the convention, the 1960 Miles Kimball gold medal award, went to Horace H. Nahm, president of Hooven Letters Inc., New York, for the past 16 years president of the Direct Mail Master Contract Assn., the association of unionized companies in the industry. Mr. Nahm is president of the Advertising Club of New York.

Paul Sampson, of Sampson-Hill Inc. Detroit, is the new president of the MASA, named by the business session of the convention in the second day. He has been a board member for four years. First vp is William Marion Newman Jr., of Commercial Letters, Dallas. Treasurer is A. H. Oglander, of Commercial Letters, St. Louis.

DWYER'S WINS PAIR OF MASA AWARDS

DETROIT, Sept. 20—Awards to 16 direct mail companies in the 39th annual competition of the Mail Advertising Service Assn. International were given at the association's national convention, which ended today.

Winner in two categories was Dwyer's Business Service, of Palm Springs, Cal., which won the John Howie Wright cup for the best creative advertising promoting a direct mail concern, and one of three blue ribbons in the member's own promotion category.

The D. Stuart Webb memorial plaque went to the John E. Wolf Co., Oklahoma City, for the second year in a row. Certificates of merit went to Fred Worrill Advertising, Atlanta, and Curtin & Pease, Toledo.

Winner in the most categories was the Smith Co., of San Francisco, which won a blue ribbon in offset, the lettershop advertising exchange plaque and three certificates of merit.

■ Other top winners included Advertising Letter Service, Detroit, with two blue ribbons, and Mail Advertising Bureau, Seattle, also with two blue ribbons.

Warren Letter Shop, Warren, O., won a blue ribbon in administrative forms and three certificates of merit. Your Steno, Houston, won the mimeo art exchange cup and also a certificate of merit.

Joe-Lee Mail Advertising Service, Pittsburgh, also won a mimeo art exchange cup and three certificates of merit.

The Letter Guild, New York, was a blue ribbon winner in offset as well as a certificate winner for administrative forms. The blue ribbon for automatically typed letters went to Worrill Advertising.

Winner of a blue ribbon in member's own promotion was Smith, Dalby-Walsh, London. Top certificate of merit winner was Aero Mail-Vertisers, Milwaukee, with four. Fifth Avenue Letter Shop, New York, won three certificates. Two certificates were won by Robert Silverman Inc., Cleveland.

Others taking certificates were Kirk Mail Service, Vancouver, B.C.; Grace Crumpler Secretarial Service, Dallas; Cleveland Letter Service; Beaumont, Heller & Sperling, Reading, Pa.; Hub Mail, Boston; Horn Ohio Co., Cleveland. #

'McCall's' Linage Report Short Changes Magazine

McCall's, New York, has reported to ADVERTISING AGE it supplied an incorrect figure for the magazine ad linage tabulation in the Sept. 19 issue. Instead of 428,286 lines for January-September, 1960, the correct figure is 528,286.

Rice Named to NBP Board

Arthur L. Rice, president of Technical Publishing Co. and Rice-Youmans Publishing Co., Barrington, Ill., has been named to the board of directors of National Business Publications, filling the vacancy created by the death of Kingsley L. Rice, his brother. His term expires in 1964.

25 Top Advertising Centers: 1958 vs. 1954

Ranked by 1958 Billings

(Only Agencies with Payrolls included)

Source: U.S. Census Bureau

Standard Metropolitan Area	1958 No. of agencies	1958 Billings (000 omitted)	1958 Employes	1954 No. of agencies	1954 Billings (000 omitted)	1954 Employes
1. New York-Northeastern N.J.*	939	$1,955,093	24,286	769	$1,469,814	19,696
2. Chicago-Northwestern Indiana	354	638,993	8,350	320	494,280	5,861
3. Detroit	121	334,929	2,574	94	202,432	1,913
4. Los Angeles-Long Beach	315	220,124	3,051	227	101,323	1,718
5. Philadelphia	146	100,791	2,496	116	84,718	1,952
6. San Francisco-Oakland	116	99,085	1,267	105	89,888	1,105
7. Minneapolis-St. Paul	72	75,537	1,032	54	—†	—†
8. Cleveland	87	72,865	1,653	76	68,204	1,067
9. St. Louis	78	66,307	984	70	70,135	890
10. Boston	116	64,759	1,005	84	47,298	813
11. Pittsburgh	54	64,035	923	46	40,930	702
12. Milwaukee	54	41,814	649	44	28,040	432
13. Cincinnati	46	43,401	435	38	21,051	369
14. Dallas	62	27,818	1,022	50	18,623	301
15. Houston	48	25,950	469	33	—†	—†
16. Kansas City	46	23,432	439	35	15,985	289
17. Baltimore	55	21,725	417	43	—†	—†
18. Seattle	39	21,229	839	29	12,719	198
19. Buffalo	43	20,315	330	29	19,848	308
20. Atlanta	36	20,218	306	33	17,880	259
21. Portland	40	19,141	281	34	—†	—†
22. Miami	50	16,461	333	19	8,177	165
23. D. C.	41	16,269	293	30	—†	—†
24. Denver	43	13,481	257	33	7,447	156
25. New Orleans	23	13,032	214	15	12,919	162

*Includes Newark. †Information withheld to avoid disclosure.

Smirnoff's Yule Drive Adds Gimlets to 'Suddenly Everybody's Drinking Vodka' Motif

NEW YORK, Sept. 21—Smirnoff vodka, a $900,000 advertiser in magazines last year, has kicked off its most intensive ad campaign for the fall and holiday season.

Magazines scheduled for the Heublein Inc. campaign are *Ebony*, *Life*, *Look*, *Newsweek*, *The Saturday Evening Post*, *Sports Illustrated* and *Time*. These magazines are carrying four-color pages and will carry different ads in October, November and December. *Ebony* will carry Smirnoff ads six times a year, or every second month.

For October, Smirnoff has spoofed up its classic among liquor ads, "Suddenly, everyone's drinking vodka." The updated version now reads, "Suddenly, everyone's drinking vodka gimlets!" It shows three dapper men perched nonchalantly in a bare tree on the ocean's edge, with a steward below them, a lone chair, a lone table and a lone bottle of Smirnoff.

■ Copy says, "Smirnoff keeps right on branching out with drinks that are new and different! Our latest triumph is the vodka gimlet." Smirnoff claims that it has taken its place with the vodka martini, screwdriver and Bloody Mary.

IT'S SMART—*Gerri Major, society editor of Ebony magazine, features in this four-color ad for Smirnoff vodka.*

For November publication, Smirnoff has concocted an impressionistic cocktail in full color reflecting the towers of Wall St. skyscrapers. Headed, "The martini that changed America's drinking habits," copy claims that "until smooth Smirnoff vodka came along, nobody had tried using vodka in a martini."

The final ad in the series, to run in December, features Mr. Punch pouring Smirnoff vodka into a fruit punch.

The *Ebony* ad features Gerri Major, society editor of the magazine, who is quoted as saying, "It's smart to drink Smirnoff in more ways than one." Copy adds, "If you don't like the taste of liquor, why *taste* it?"

■ A nationwide newspaper campaign of b&w ads is scheduled. The ads will be adapted from the "holiday punch" theme.

In the field of holiday packaging, Smirnoff will present a gift prewrap, but no special decanter. Smirnoff marketed decanters in 1957 and 1958, but abandoned the practice last year on the reasoning: "How many lamps can you use?" The company feels that people are more interested in attractive packaging than in gift decanters, and although decanters make good-looking lamps, "There's a limit to the number of lamps people are going to make."

Lawrence C. Gumbinner Advertising, New York, is the agency. #

Westclox Pushes Premiums

Ronald E. Weaver, who has been with the Westclox division of General Time since 1952, has been named to the newly created position of specialty sales manager, as part of a new program to step up its premium and award business. The company plans to promote personalized premiums and awards by incorporating company trademarks or logos on the dials of clocks and watches.

L&N Names Huston VP

Lennen & Newell, San Francisco, has appointed Theodore Huston vp and manager of the agency's Beverly Hills office. For the past year Mr. Huston has been creative director of the agency and a member of the plans board.

Balk Joins Guild, Bascom

Harold Balk, formerly with Lawrence C. Gumbinner Advertising, has joined the New York office of Guild, Bascom & Bonfigli as account executive on Remington Rand Systems, a new client.

Minneapolis Adclub Unveils Ad Truth Code

MINNEAPOLIS, Sept. 20—The Advertising Club of Minneapolis launched its new program year by unveiling a "Truth in Advertising" code.

Developed by an ethics committee of which Ray Foley, of Pidgeon Savage Lewis Inc., is chairman, the code reads:

■ "We believe advertising, as an essential voice of American business, is a custodian of trust in the American economic system.

"We believe advertising that misleads, deceives or violates accepted standards of truth or good taste is unworthy of public expression.

"We therefore pledge that:

• "1. We will not create or present advertising, which considered in whole or in part, does not clearly present a product or a service truthfully.

• "2. We support the current standards of the Better Business Bureau and the Federal Trade Commission in regard to definition of product qualities, pricing, terms, warranties and other practices.

• "3. We will not wilfully create or present advertising which offends the public taste or which violates accepted standards in the community."

■ Procedures for enforcing the code provide that local advertising questioned as false or misleading will continue to be processed by the Minneapolis Better Business Bureau and its advertising policy committee. The club's ethics committee will review special problems.

Local advertising questioned as being in bad taste will be reviewed by the ethics committee in co-operation with the advertiser and media involved.

After each review the ethics committee may take one or more of the following actions: (1) Exonerate the advertiser; (2) request an agreement from the advertiser to discontinue the advertising in question; (3) request an agreement from the media involved not to carry the advertising; (4) turn the problem over to an advertising panel composed of no less than ten community leaders for further review and final decision; (5) make the decision of the panel available to all local news media or, as a final step to obtain compliance from the advertiser, forward pertinent data to the Federal Trade Commission with a request for legal action.

■ National advertising questioned as false or misleading will be forwarded to the National Better Business Bureau through the Minneapolis unit and to the American Assn. of Advertising Agencies and the Advertising Federation of America through the club's ethics committee.

National advertising questioned as being in bad taste is to be forwarded to the Four A's through the Twin Cities Four A's council and to the headquarters of AFA. #

Baker Adds Sunshine Waterloo

Baker Advertising Agency, Toronto, has been named to direct advertising for Sunshine Waterloo Co. Ltd., Waterloo, Ont. The company, which produces office furniture and equipment, reportedly is in the process of stepping up its marketing operations and the account will bill about $100,000 a year. There was no previous agency.

An undesirable change in the pitch of an audible signal is called wow.

Such distortion is commonly heard when a phonograph turntable varies speed during a sustained note.

In the electronics industry, executives and engineers appreciate a distortion-free report of current industry events.

To get it, they turn to the industry's weekly newspaper. They know there is often "sock," but never "wow," in the pages of Electronic News.

WOW

WOW

WOW

D'Arcy Slated to Be Named on Breast O' Chicken

(Continued from Page 1)

the company for the past three years, following the resignation of Harold Requa, advertising manager, who left to join Foote, Cone & Belding as an account executive (AA, Aug. 5, '57).

Much of the advertising responsibility was shifted from him last month when Mr. Diener joined the company. Mr. Diener is a former vp and director of Leo Burnett Co., Chicago, who resigned from the agency last year (AA, Nov. 23, '59).

Just before Mr. Requa's departure the $1,000,000 account shifted from Foote, Cone & Belding to Guild, Bascom & Bonfigli (July 22, '57). Mr. Requa characterized the selection of GB&B as "an ownership decision." FC&B had handled the account for more than four years, picking it up from Barnes-Chase Co. (AA, Nov. 17, '52), which had been the agency for 20 years and had handled the introduction of the Breast O' Chicken Tuna brand.

Guild, Bascom experienced a short tenure on the account, losing it 17 months later to the old Robinson, Jensen, Fenwick & Haynes agency. Grant Advertising inherited the account two months ago when it purchased Robinson, Fenwick & Haynes (AA, July 11).

Canada Probes 'Protection' vs. U.S. Magazines

(Continued from Page 1)

Canadian interests in general against U.S. domination.

■ Said Mr. Diefenbaker: "We intend to take further action in other fields in order to maintain a strong Canadianism in Canada. This [the magazine situation] is just one facet of the problem."

There has long been agitation by Canadian publishers of magazines and periodicals for some kind of government aid to help them compete with such healthy and prosperous books as the Canadian editions of *Time* and *Reader's Digest*.

The predecessor Liberal government at Ottawa imposed a 20% tax on advertising revenues of Canadian editions of U.S. magazines. The tax was repealed two years ago by the Conservatives on the grounds that it was unjust and ineffective. But since that time the present government, hard-pressured by Canadian publishers, has been looking for other means of helping this country's few surviving magazines.

■ For the past year, a cabinet committee under Postmaster General William Hamilton has tried unsuccessfully to iron out the problem without interfering with freedom of the press and without creating a Canadian monopoly in the field. The difficulties encountered by the committee presumably led to the establishment of the royal commission.

Main complaint of Canadian publishers is that they are facing serious financial losses because of the "growing inequitable competition" from U.S. magazines in the area of circulation and advertising revenue.

It is understood that the commission will bring down its report in time for legislation to be introduced in Parliament. #

Grant Ex-VP Sues Agency for $115,333

NEW YORK, Sept. 23—Thomas Gosselin, a former vp of Grant Advertising, has filed suit against that agency, seeking $115,333 for alleged breach of employment contract.

Mr. Gosselin said he was hired last May 2 for a year at $20,000, plus 6⅔% on commissions and fees from accounts he brought into the shop.

He charged that he obtained the Fiat Motor account, with an annual billing of $1,500,000, and other accounts totaling $2,200,000 over a five-year period.

As of June 15, said Mr. Gosselin, the Grant shop had paid him $2,500. He was fired July 1.

Grant has entered a general denial, adding that Mr. Gosselin "did not perform the duties assigned to him and violated standard office procedure." Mr. Gosselin, the agency said, was supposed to get more business for Grant, to work on the Vespa Scooter account and to organize a presentation to the Antoine de Paris subsidiary of Lanvin. Antoine is currently with Heineman, Kleinfeld, Shaw & Joseph.

■ Between his date of employment, May 2, and June 3, said Grant, Mr. Gosselin "failed to produce any work."

"Without authorization, the plaintiff incurred, in the name of defendant, charges rendered for the Antoine presentation in the sum of $2,421." Grant characterized the bid to Antoine as a "speculative presentation."

Grant denied owing Mr. Gosselin any commissions and claimed that agreements made with him were oral and not written, and therefore not valid. #

P. O. Rules 'Dell Crossword Puzzles' Is Not a Periodical

WASHINGTON, Sept. 20—The Post Office Department today revoked the second class mailing privilege of *Dell Crossword Puzzles* on the grounds that it could not be considered a periodical.

The decision by Raymond J. Kelly, judicial officer, upheld an initial ruling made July 22 by a Post Office Department hearing examiner (AA, Aug. 1).

In appealing the initial decision, Dell had emphasized that the publication is just about the same as it was when second class privileges were granted in 1939.

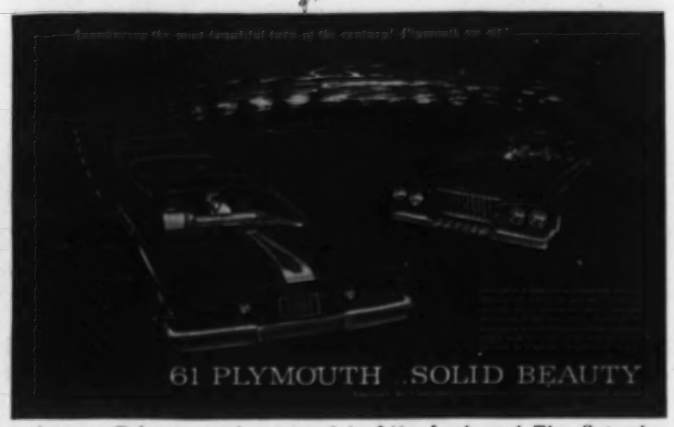
In today's decision, the department replied that it has a right to take a second look at old rulings. "In fact," the decision states, "the Postmaster General is bound to correct an error when one is found."

■ The decision argues that the Dell publication isn't a periodical, which is one of the requirements for second class mailing. "It does not contain a variety of original articles by different authors."

"The fact that the solver may occasionally learn a new word or a new meaning to a word does not change the purpose for which crossword puzzles are universally utilized; namely—entertainment or to while away the time by the solver."

The decision points out that there is no relationship with previous issues of the publication, and there is no continuity or connection from one issue to another which would bring the publication under the classification of a periodical.

"Conversely," the decision maintained, "the publication is definitely a book and presents all the characteristics of a book—the contents are complete within themselves and they deal with a single subject." #



PLYMOUTH—*Color magazine spread in Life, Look and The Saturday Evening Post was prepared by N. W. Ayer & Son.*

Auto Makers Plan Usual Big Print Splash; Economy, Compactness Get Play in Copy

DETROIT, Sept. 22—Most auto companies are gearing their 1961 model advertising for a fast sales start, print schedules indicate, but they are staying flexible in their planning.

The varied character of introductory ads indicates the companies are using a mixture of approaches this fall, which is more complex than in recent years. More compact cars are coming into the picture, in response to customer desires for economy. Ads are pointing out size reduction, rather than "bigger and better."

Ford, whose campaign opens in Flora, Ill. (AA, Sept. 19), is "beautifully built to take care of itself," ad copy says. It is also telling of the "return of the classic Ford look."

Ford will stress its non-lubrication feature, which General Motors is producing only on its Cadillac line this year. In addition, Ford brakes are self-adjusting, and mufflers and body finish more durable, Ford says.

■ Chevrolet ads, yet to appear, are expected to mention the fact that it is this year's sales leader. Advertising will continue to stress economy, and size will be mentioned only to point out that the '61 Chevy is shorter. A re-designed luggage compartment probably will be another talking point.

Ads for Corvair, the compact Chevrolet, will stress the addition of station wagons and light truck models to the line.

Plymouth is putting the emphasis this year on its regular car line, and will merchandise the Valiant compact as a companion car. Plymouth appearance changes, which will see the car without a protruding fin for the first time in several years, will get advertising emphasis with the slogan, "Most beautiful turn of the century." Plymouth also will emphasize low price and economy, and the increasing call for six-cylinder models.

Valiant will continue to claim it is "priced with the lowest," and "looks and drives like twice the price."

■ Little is known as yet about American Motors' advertising. It is scheduled to appear just before the opening of the National Automobile Show in Detroit in mid-October. The company is updating its small American model, which has had little change in the last ten years, but said it will get approximately the same share of the ad budget as it has in recent years.

In the medium price field, Pontiac, Oldsmobile and Buick for the first time find themselves astride a larger horse, looking for business in a field that covers an estimated 90% of the market.

All three are merchandising a small car for the first time, although Buick and Olds decline to call theirs compacts. Indications are that these two will handle their advertising in blanket form, encompassing both the regular car line and the little car, trying to reach for new small car sales without taking sales away from the regulars. This is a difficult operation, as Ford found last year when its Falcon went so well, but partly at the expense of regular Ford sales.

■ Pontiac will emphasize its regular line for the first month, and will mount a separate campaign for its little Tempest starting in November. Pontiac wants to gear its dealer organization to the larger line, which led the medium-price field in sales this year, and take no chance of slighting this line at the expense of the new Tempest.

Tempest is the first U. S. four-cylinder car to appear in quite a few years, and as such will offer plenty to talk about when it breaks into print.

The wide-track Pontiac feature of recent seasons will continue to take a large place in the Pontiac ads, with the slogan, "Lean and sway are ancient history." Pontiac also is talking about its reduced body width.

Dodge, another car producer which is widening its sales target this year, has segmented its advertising into three distinct pitches. Polara, the largest Dodge, will carry a message of luxury at modest cost. Copy on Dart, is to be hard hitting and direct. Lancer, Dodge's new compact car, will use an extroverted style of advertising as it bids for the younger market. #

1961 Auto Dates

	In Dealer Showrooms	Ads Start Week of
American Motors	Oct. 12	Oct. 9
Buick	Oct. 5	Sept. 25
Cadillac	Oct. 3	Oct. 2
Chevrolet-Corvair	Oct. 7	Oct. 2
Chrysler	Oct. 6	Oct. 2
De Soto	Oct. 14	Oct. 9
Dodge-Lancer	Sept. 29	(Newspapers Sept. 20-23)
Ford-Falcon	Sept. 23	Sept. 25
Imperial	Sept. 29	Sept. 25
Lincoln	Early November	Early November
Mercury & Comet	Oct. 6	Oct. 2
Oldsmobile	Oct. 6	Sept. 25
Plymouth-Valiant	Sept. 29	Sept. 25
Pontiac	Oct. 6	Oct. 2
Studebaker-Packard	Oct. 12	Oct. 9
Tempest	Nov. 3	Oct. 30
Thunderbird	Nov. 10	Nov. 6

FALCON—*Color ads for Ford's compact Falcon will follow regular Ford car ads in newspaper supplements by one week. J. Walter Thompson Co. is the agency.*

Mutual Drops All Option Time

(Continued from Page 1)

of option time retained in mid-1957 when the network dropped station compensation (except for religious shows) and switched to a barter arrangement, with programming provided free in exchange for station time to be available for sale by the network.

■ Dropping of option time, which Mr. Hurleigh termed "archaic in actual practice in radio network service operations today," won't represent any real change in the handling of the religious schedule.

"Actually, for three years we have permitted our independently owned radio affiliates to reschedule the national religious programming involved so that it would complement their local religious offerings and provide more rounded and appreciated schedules for listeners in their areas," Mr. Hurleigh said.

Mutual feeds its stations two five-minute newscasts per hour—or 36 each weekday—plus news and sports features. Half of the five-minute news shows are sold by the stations and half by the network. Network sources say the average affiliate carries about 25 to 28 of the newscasts, including 14 to 15 of the 18 that are offered to advertisers by Mutual.

Mutual's option time scuttling followed close on the heels of a new FCC rule cutting back on the permissible amount of network option time for tv (AA, Sept. 19). #

BUICK—*This color ad showing the small and regular size Buicks will run in October issues of Newsweek, The New Yorker, Sports Illustrated, Time and U. S. News & World Report. McCann-Erickson is the agency.*

The Moloney, Regan and Schmitt representative knows WORCESTER

Moloney, Regan and Schmitt's association with the Worcester Telegram-Gazette goes back to 1920. We are proud, not only of this long connection but also of each representative's qualifications to answer your questions about Worcester.

We are proud, too, that Worcester (48th in population, 43rd in E.B.I. . . . and one of America's important BILLION DOLLAR Counties) ranks among the "TOP 50" Markets. In terms of its almost 600,000 people, who have the money and are ready to buy, Worcester represents big and important business to you. By all means, look at our coordinated, dividend paying, merchandising cooperation which is waiting for you.

Circulation: Daily 155,015 — Sunday 103,332.

WORCESTER MARKET – The home of twelve colleges and universities, the finest Art Museum of its size in the nation, and the 101 year old Music Festival — "a week of the world's finest music".

WORCESTER TELEGRAM

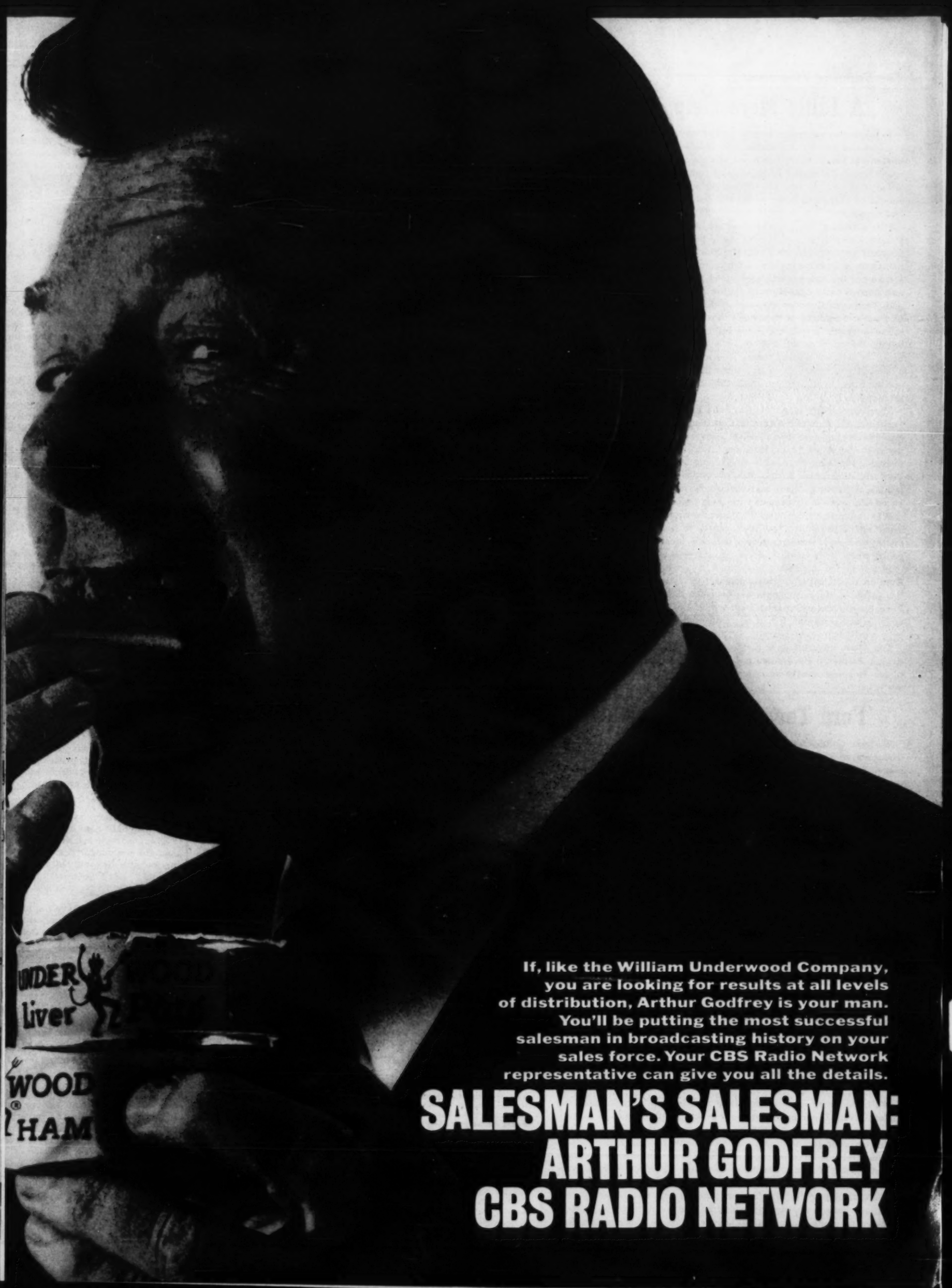
The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

"There was no doubt in our mind who could sell best. Arthur Godfrey--and Godfrey gives us results. First, he really sells on the air. We know people listen because of our returns on our recipe booklet offer. Two Godfrey commercials outpulled two half-page full color ads in leading magazines by far. And on top of that, the Godfrey approach to our in-store advertising has produced top display results. **Godfrey sells for us and we're sold on him."**

Mr. James D. Wells, V.P.,
Director of Marketing,
The William Underwood Company.



If, like the William Underwood Company, you are looking for results at all levels of distribution, Arthur Godfrey is your man. You'll be putting the most successful salesman in broadcasting history on your sales force. Your CBS Radio Network representative can give you all the details.

SALESMAN'S SALESMAN: ARTHUR GODFREY CBS RADIO NETWORK

The Editorial Viewpoint . . .

A Little More Help, Please

It is good to see business men of the stature of Howard Morgens, president of Procter & Gamble, and Charles G. Mortimer, chairman of General Foods, as well as numerous advertising agency executives, speak up on the matter of freedom of consumer choice and in opposition to the notion that the private sector of the American economy should be curbed in order to expand public areas such as education and housing.

It is good that they should speak up, and it is necessary that they should. But why is it that advertising people, or former advertising people (both Mr. Morgens and Mr. Mortimer were once advertising managers of their companies) seem to be doing most of the speaking? Where are the non-advertising-trained presidents of General Motors and Borden's and Consolidated Edison and the Chase National Bank and American Tobacco Co. and AT&T and Sunkist Growers and du Pont and a couple of thousand more important beneficiaries of the use of advertising and aggressive selling? Why aren't they out there telling the story of what these tools mean in terms of income, in terms of jobs, in terms of standards of living, and in terms of the availability of money to expand those public areas, such as education and housing, to the record levels they have already reached in this country?

There are plenty of advertising men and women to "defend" advertising, although our feeling is that they seldom do it as well as a non-advertising-man user of advertising, or even a former advertising man like Morgens or Mortimer. But, in addition, the platforms provided for them are usually advertising or selling oriented, so that they find themselves in the pleasant but not necessarily productive process of eliciting sincere and enthusiastic commendation from audiences who were in agreement with them before the speech began.

What advertising needs at this juncture is more advertising people speaking meaningfully and intelligently to non-advertising people; and more non-advertising people speaking meaningfully and intelligently about advertising to other non-advertising people.

In this period of stress, advertising has a right to expect more help from business men who are not themselves advertising people than it has gotten in the past. There has been too much inclination, we believe, for top business management which uses advertising for its own ends, to act as though it had no connection whatever with it whenever a criticism is uttered.

Too often, advertising is in the position of having to defend and explain business. Too seldom is it the other way around, as it ought to be: Business should be defending advertising and explaining its use of it.

'Ford Town' Test Interesting

We have no idea whether Ford's idea of staging its 1961 model introduction in Flora, Ill., and saturating the community with new cars, makes better sense than the more usual and conventional idea of showing the line to news men at the factory or the factory-owned proving ground.

But we have a very definite notion that this "open showing" will go a long way toward eliminating the largely phony mystery air which has traditionally surrounded new car introductions—and incidentally caused a good deal of unhappiness among news men and a good deal of soul-searching among those who believe that news—even including news of new automobile models—is something that happens only when it is "officially" released.

Automotive showings are not like Paris dress showings, but the automobile companies have tried to make them that way, and to some extent have succeeded. Automobiles are not only big things that can't very easily be concealed, but—more to the point—they come off the assembly line in large numbers, and they must be supplied to thousands of dealers all over the land in time for announcement day.

Hence the "unveiling" is pretty phony to begin with. Thousands of people are privy to the "secret" weeks or months in advance—and maybe the Ford mass demonstration technique is an advantage. Letting the cars be seen without the usual trappings of covers and mystery in advance of the actual press showing is at least a step toward admitting reality.

Confidential Census Figures

We have never been among those who have blindly damned the Federal Trade Commission for every action. We think that in general, the FTC makes sense, and that in many respects it is well operated.

But whoever got the notion that FTC should try to get its hands on confidential reports of the Bureau of the Census, in order to bolster a potential case against a particular company, has made a grave error in judgment.

The Census Bureau collects many kinds of data from industry on a voluntary basis, with the understanding that the data are completely confidential and not available to anyone, including other government departments. If FTC manages to force a change in this situation, everyone is going to be sorry.

Gladys the beautiful receptionist

—Bill Arter, creative director, Byer & Bowman Ad Agency, Columbus, O.

"The client insists on a creative agency—wants 'em to create jobs for his three no-account relatives."

What They're Saying . . .

Education by Radio

It is probable that we can never arrive at complete unanimity as to what programming should be considered educational. Clearly, one person's education is another's escape . . . I would like to define such programs [education by commercial television] broadly as those *whose objective is to move the general public closer toward a goal of awareness of the world in which it lives and expose the public to the most significant aspects of its cultural heritage.*

—Louis Hausman, director, Television Information Office, speaking at Western Michigan University's Workshop on Educational Television.

Don't Blame the Instrument

The things about advertising that critics keep beating us over the head with are not faults that are inherent in advertising itself . . . The recent failings of advertising have been human failings, growing out of the same moral climate in which government officials accept bribes, union leaders loot treasuries, students cheat on exams and their parents cheat on their income taxes . . .

[Advertising] has no existence or power in itself. It achieves existence only through specific assignment and application. You cannot indict a technique when it is badly handled any more than you can criticize a piano when it is poorly played.

—Dwight C. Van Meter, vp, N. W. Ayer & Son, New York, speaking at the San Francisco Advertising Club.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

"If one believes in competition, it is hard not to believe in advertising," remarks Howard Morgens.

Most of the government-will-do-it-for-you intellectuals aren't worried by a little thing like that.

•

Quaker Oats is bringing out a new weight reduction product called Quota.

It's for people who like food so much they regularly exceed their quota.

•

Then there was the woman who was enthusiastically endorsing Metrecal, but explaining how she relieved the monotony by flavoring it with bourbon or scotch.

•

Ford Motor Co. did a big market research job in the thriving Illinois community of Flora, and among the helpful fauna were competitive dealers who were glad to join in the fun.

•

Campbell Soup reports that some of its field interviewers have been bitten by dogs, but this is not believed to have contributed to a research bias.

•

"As of today, Dixon's new Marvelead makes all other pencil claims obsolete."

About all their makers can say now is that they write.

•

The brewers, who have been among the most enthusiastic sponsors of baseball and football in recent years, seem to be convinced that athletes who get their sports vicariously enjoy the exercise of taking caps off bottles and punching holes in cans.

•

An *SEP* writer says there's still a lot of Missouri left in Missouri.

And there always will be as long as Harry Truman's around.

•

"Adman sues, says Bank of America credit plan is his."

Every advertising office should post the warning, "Don't look at any outside idea without advice of counsel."

•

Litigants already have too many rights, insist FTC investigators who want access to confidential Census reports.

Isn't it ridiculous to suppose a citizen has any rights versus the bureaucrats?

•

Redbook's Young Adults, it says here, make babies in larger quantities.

Well, after all, a lot of busy people do most of their reading in bed.

•

Hurricane Donna not only battered a lot of Florida homes, but added insult to injury by imperiling the normal advertising appropriations of the Florida Citrus Commission.

•

Minnesota Mining is not only using a large amount of advertising but with the Shopping Center Network and Mutual Broadcasting, it's prepared to sell quite a lot of it, too.

COPY CUB

Of all newspapers in America's top ten metropolitan markets, only The Washington Post provides advertisers with as much as sixty per cent market coverage.

TOTAL ADVERTISING
First Seven Months, 1960
Media Records
6 and 7-Day Newspapers

1.	Los Angeles Times	46,678,254
2.	Miami Herald	36,608,159
3.	New York Times	35,776,114
4.	Milwaukee Journal	32,375,657
5.	Chicago Tribune	32,243,335
6.	Cleveland Plain Dealer	29,778,134
7.	The Washington Post	26,166,916
8.	New Orleans Times-Pic	25,488,221
9.	Washington Star	24,978,197
10.	Phoenix Republic	24,587,864

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

Could you guess that these are all Ludgin ads?

This handful of examples bears witness to our belief that ads should look like the client, and not like the agency. "All ads should be created equal." So we never imitate (not even ourselves) and never, never falter into patterns. Every client has a different need, and we meet it differently.

Happily, "creativity" is coming into its own. As early and unflagging practitioners of this stern art, so are we. We have proved, and can prove for you, that arresting, vital, propulsive advertisements do their best work at the cash register.

No need to borrow...
How about tomorrow?
you have money-in-the-bank when you need it
with a CONTINENTAL CHECK-CREDIT ACCOUNT
CONTINENTAL ILLINOIS

Ads like these launched a new service at th Continental Illinois National Bank. Ask the Fir or any other Chicago bank how well it worke and how soon.

EARLE

The far-flung Union Tank Car Company has numerous and varied operations, which we gathered together in a corporate campaign that even in this size proves, we trust, highly visible.

Swift & Co.

in preparation

Field Enterprises (*Newspapers*)

in preparation

85 lines on one column! We do wonders with small space well as double billboards.

The double-spread billboard was a block-buster (pun intended) for Yellow Pages in Chicago. Did we invent it? Dunno, but General Outdoor said they had never produced one before.

Karpen introduces SCOPE . . . a bright, new idea in furniture. It's young. Vivacious. Versatile. One look at this Karpen group will excite you into doing a dozen delightfully different things with your home. For instance:
Cushion a corner to curl up in. Make a plain wall smile with a 'mile' of pillows. Play stripes against solids. Don't be timid. Break away from the limitations of ordinary furniture . . . with SCOPE. You'll love the freedom!
20 basic pieces. New shapes. New ways of grouping. Nylon covers. Zippered seat cushions. Foam filled. Square or round pillows. Walnut, mahogany, or fruitwood finish. Plastic arm protectors free with SCOPE.
KARPEN
FURNITURE

Look, no people in a furniture ad. Not even a potted palm! Just Karpen's brilliant "Scope" design, presented as cleanly and daringly as the designer's own handiwork.

Tastes like a cook-out . . . rain or shine
'cause it's hickory smoked
Rath
SMOKED with HICKORY
HAM
IOWA
Rath BLACK HAWK HICKORY-SMOKED HAM IN A CAN
(*Ordinarily, canned hams aren't smoked, you know.)

We've made Rath Black Hawk Ham synonymous with Iowa, and vice versa. It was an agency suggestion that led to SMOKING these succulent canned hams.

LUDGIN & COMPANY

CHICAGO • *ADVERTISING*

PROUDLY SERVING THESE CLIENTS: CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO • THE REUBEN H. DONNELLEY CORPORATION • EASY LAUNDRY APPLIANCES DIVISION—THE MURRAY CORPORATION OF AMERICA • EUREKA WILLIAMS CORPORATION • W. F. McLAUGHLIN & COMPANY • INTERNATIONAL FURNITURE DIVISION • KARPEN FURNITURE DIVISION —SCHNADIG CORPORATION • JEWEL TEA COMPANY, INC. • THE RATH PACKING COMPANY • SELFIX PRODUCTS COMPANY • SWIFT & COMPANY • UNION TANK CAR COMPANY

You'd have to be under the rug to see how...
Eureka Vibra-Beat beats embedded dirt loose
Patented Vibra-Beaters in the rug nozzle gently shake out deeply embedded dirt . . . clean as only beating action can. Powerful suction of big 1 H. P. motor picks up dirt instantly. Goes everywhere dirt is. Up stairs . . . under low furniture . . . into corners . . . on bare floors . . . with 10-piece set of "click-in" tools. See it demonstrated during Eureka's Golden Anniversary Celebration. Other Eurekas now as low as '39.95.
...cleans clear through!
The only canister vacuum cleaner that beats!
EUREKA

This Eureka half-page spread moved even the trade to cheers. It proved that there are other things to do in appliance advertising beside showing a large picture of the product, or picturing a young housewife showing all her teeth.

Elks median income again leads that of all other men's magazines regularly surveyed in the Starch report.

1.2 million Elks are *first* in median income with $7176 . . . *first* in percent of readers earning $10,000 or more . . . *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER SPEND 133 DAYS ON A RAFT*—

BUT... WKZO Radio "Rescues" Sagging Sales

In Kalamazoo-Battle Creek and Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

*A British merchant seaman survived a record 133 days on a raft after his ship was torpedoed in 1943.

WKZO Radio's tremendous popularity keeps your product right in the thick of things in Kalamazoo-Battle Creek and Greater Western Michigan.

It's a big, growing market, and WKZO Radio produces a total audience *32% larger* than that of any of its other stations. Furthermore, Pulse (see left) rates WKZO a solid first in *345 of 360 quarter hours* surveyed, Monday through Friday (6 a.m.-Midnight)!

Ask Avery-Knodel about reaching more people, more often in Kalamazoo-Battle Creek and Greater Western Michigan with WKZO Radio.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Robert Wiley, ad agency owner, **Ernest Stern**, treasurer of Edward H. Weiss & Co., and **Richard Seid** are three Chicagoans who have waded into publishing waters with a new magazine, *Chicago Scene*, a bi-monthly look at life in the Windy City. First issue is due Oct. 15 . . .

Samm Sinclair Baker, of Donahue & Coe's executive staff, has authored his sixth book, "How To Be A Self Starter," published by Doubleday. His other five include mysteries, gardening books and a casebook of ad and sales ideas . . .

South-bound: **Hugh M. Hyde**, publisher of *Industrial World* and *International Electronics*, New York, is making a Mexican tour to investigate market potential for U.S. industrial and electronic equipment manufacturers . . .

Anniversary time—**Harry Smith**, vp of Stevenson & Scott, is marking his 40th year with the Montreal agency . . .

Very Important Persons awards for 1960 went to **Ward L. Quaal**, vp and general manager of WGN-TV, and **Charles H. Kellstadt**, chairman of the board of Sears, Roebuck & Co. The VIPs were named by the Illinois Club for Catholic Women . . . **Stanley Dersh**, executive art director of Mobil Oil Co.'s advertising department, was awarded the George Washington Honor Medal, one of the highest honors from the Freedoms Foundation, Valley Forge. He was selected for his "Portraits of Presidents," a collection of paintings published by Grosset & Dunlap . . .

McGannon Randall

SILVER GAVEL AWARD—*John D. Randall, president of the American Bar Assn., presents Donald H. McGannon, president of Westinghouse Broadcasting Co., the ABA Silver Gavel Award for the KPIX, San Francisco, television production of "A Life in the Balance," a documentary on the processes of criminal law.*

Devra Miller, research librarian for Honig-Cooper & Harrington, tells about a San Francisco job-hunting expedition that landed her that agency job in the September issue of *Mademoiselle*. She's an ex-New Yorker . . .

David Sarnoff, chairman of the board of RCA, received a decoration from the Emperor of Japan for his "outstanding contributions" to the improvement of television technology in Japan and for encouraging research in natural sciences and electronics among Japanese university graduates, through the Sarnoff RCA Fellowship and Scholarship Awards System . . .

New editions: **Phil Seitz**, AA's Los Angeles correspondent, now has three children with the addition of Paula Saindon, who arrived Sept. 3 . . . **Ted Ashmos**, account exec with Russell T. Gray Inc., Chicago, is father of three—his second girl was born Aug. 20 . . . It was a girl, Sally Lynn, for **Mr. & Mrs. Jay Beneman.** Father is account supervisor for Wermen & Schorr, Philadelphia ad agency . . .

Affianced: **Barbara Joan Goldberg**, media director and traffic manager at Mervin & Jesse Levine, New York ad agency, and Herbert T. Mines . . . **Phelps K. Fisher**, KOMO-TV account exec, and Christel Laes, of Vevey, Switzerland, plan a Sept. 30 wedding in Seattle . . .

Vital statistics: Nancy Sue McElroy, daughter of former Secretary of Defense **Neil McElroy**, now board chairman of Procter & Gamble, is engaged to Lee Merritt Folger, who is with a Washington, D. C. brokerage firm . . . To be married in October: Lee Beneke and **Peter A. Bordes**, president of WESO Broadcasting Corp. and vp of Raritan Valley Broadcasting . . . Also engaged are Joanne Grace Steege and **Alan Whitney Einersen**, an advertising writer with Union Carbide Consumer Products Co. . . . Wedding bells will ring in November for Barbara Burford and **Robert Pape**, Compton Advertising, New York . . . Married Sept. 24 were **Joan Marie Joseph**, Geyer, Morey, Madden & Ballard, New York, and Albert W. Franklin Jr., a member of the New York Stock Exchange . . .

"Barbara Greer," last year's novel by **Steve Birmingham**, Doherty, Clifford, Steers & Shenfield, is being reprinted as a Pocket Book . . .

There's a second son, William George Lewis, in the family of **Eugene Plotnik**, director of publicity for Screen Gems . . . It's now one and one at the **Carl Spielvogel's.** A second child, first daughter, named Rachel, was born Sept. 9. Father is head of corporate publicity at McCann-Erickson and former ad columnist for the *New York Times* . . . .

"TEXTURES OF LOS ANGELES -1," CAMERA ARTIST-SUGASAWARA

In Los Angeles, the nation's largest automobile market, The **Los Angeles Times** carries your advertising into more homes every day than **any radio program,** than the average **nighttime network television program** and, of course, than **any other newspaper.** That's why your automotive advertising dollars belong in The **Los Angeles Times.** Daily, 523,626; Sunday, 913,042.

REPRESENTED BY CRESMER & WOODWARD • NEW YORK / CHICAGO / DETROIT / ATLANTA / SAN FRANCISCO

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURCH 22, PENNSYLVANIA

Publish Buyers Directory

Park South Publishing Co., 444 Park Ave. South, New York, has published a "Directory of Printing Buyers in New York." The 160-page book lists names, company affiliation, addresses and telephone numbers of the 1,700 largest printing buyers in New York. Also included are descriptions of the types of printing each buyer requires. The directory is priced at $20 for printers in the New York area; for printers located outside New York, the price is $35.

Direct Mail Markets Moves

Direct Mail Markets Co., New York, has moved to new offices at 515 Madison Ave.

Drug Makers Liable for Products, Rules California Court

SACRAMENTO, CAL., Sept. 20—In a decision which may have national repercussions in the drug industry, the California state supreme court has upheld two precedent-establishing damage suit verdicts against Cutter Laboratories of Berkeley.

The supreme court action upheld damage awards of $147,300 in favor of Ann Elizabeth Gottsdanker, Santa Barbara, and James Randall Phipps, Monrovia, two children who contracted polio after receiving Cutter-made Salk vaccine shots five years ago.

The supreme court took its action without comment by denying a petition by Cutter for a hearing on the two original damage awards made in 1958 by an Oakland jury and later sustained by the state district court of appeals.

■ Melvin M. Belli, attorney for the polio victims, termed the decision "a major advance in the law" while Moses Lasky, counsel for Cutter, called it a "disastrous decision."

Attorneys explained that the decision "might mean that anyone who gets sick as a result of taking any drug at all, regardless of whether the drug is pure or not, may be able to sue the drug manufacturer and collect."

The original jury ruling was that the Cutter vaccine did cause the two children to come down with polio, although the jurors stated informally that Cutter was not negligent in preparing its vaccine.

Nevertheless, the jury decision was that Cutter had "violated its implied warranty" that the vaccine was safe for human use.

■ The court of appeals decision, which Cutter took to the supreme court of California, asserted that "in view of the established California rule that the consumer of a food product may recover from the manufacturer upon implied warranty, is there any reason to apply a different rule to the vaccine here involved?

"We think not," the appeals court judges declared. "The vaccine is intended for human consumption quite as much as is food."

Cutter Laboratories had argued that it could not be held liable for the vaccine's safety because the manufacturing techniques had been devised by independent researchers and the entire production process had been "rigidly prescribed and controlled" by the federal government.

"This decision is a major jump forward in the law," contended Mr. Belli, a San Francisco attorney who is world-famed for the size of damage awards he has obtained for clients.

■ "The decision means," he said, "that drug manufacturers can now be held absolutely liable for the wholesomeness of their products. Our office has 20 other cases pending against Cutter and will now push all of them to trial with recoveries expected to run as high as $5,000,000 in all."

Cutter's attorney, Mr. Lasky, said, "I think this is a disastrous decision for the medical profession. If it stands, it may force pharmaceutical manufacturers to the alternative of either stopping the making of new drugs entirely or facing bankruptcy."

Mr. Lasky noted that the American College of Physicians and the American Pharmaceutical Assn. had both intervened in the appeal proceedings in support of the position taken by Cutter.

Mr. Lasky added he is now "examining the records of the case" to determine if grounds exist for an appeal to the U.S. Supreme Court.

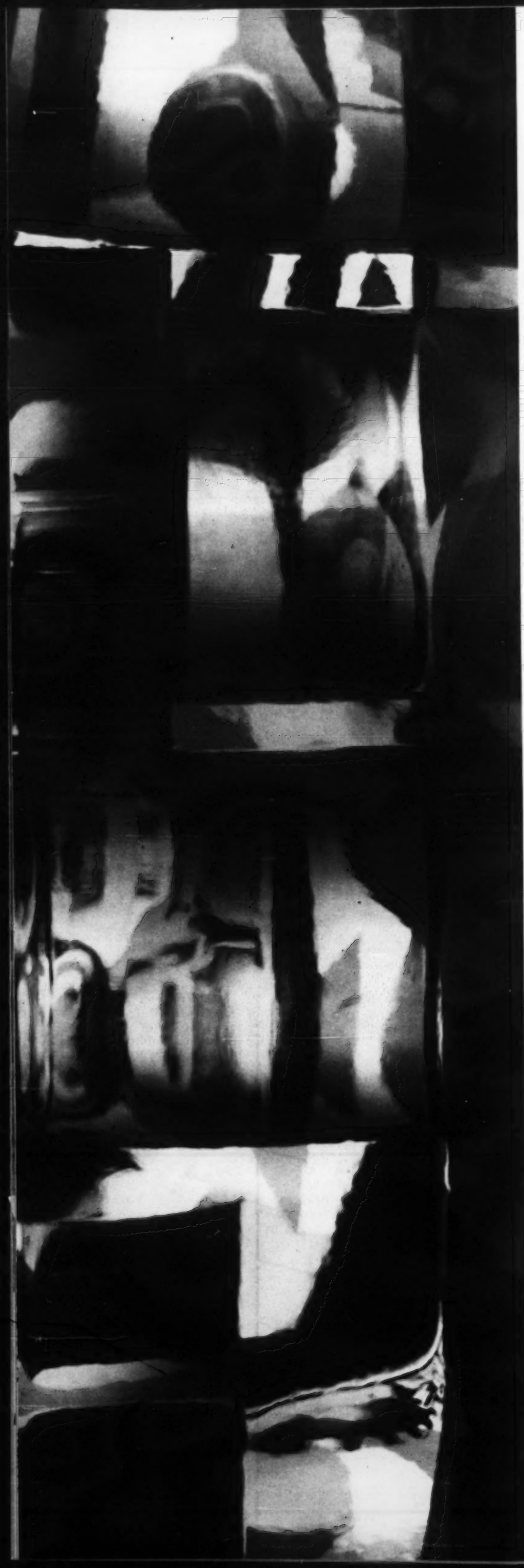
Skelly Named A.M.

Jack Skelly, formerly eastern representative for *N.A.R.D. Journal*, organ of the National Assn. of Retail Druggists, has been appointed advertising manager of the *New York State Pharmacist*, organ of the Pharmaceutical Society of the State of New York.

Pepsi Int'l Opens Three More

Pepsi-Cola International has opened new bottling plants in Wurzburg, Germany; Ibadan, Nigeria; and Pietersburgh, South Africa—its 217th, 218th and 219th plants outside the U. S.

This woman is hard to sell. She controls the TV set as well as the purse strings. But KABC-TV more than meets her requirements with an imaginative lineup of adult daytime programs leading into ABC after dark. You can be sold on 7, too.



Kodak
TRADE MARK

PHOTOGRAPHY: ARIK NEPO

Abstract, impressionistic, realistic

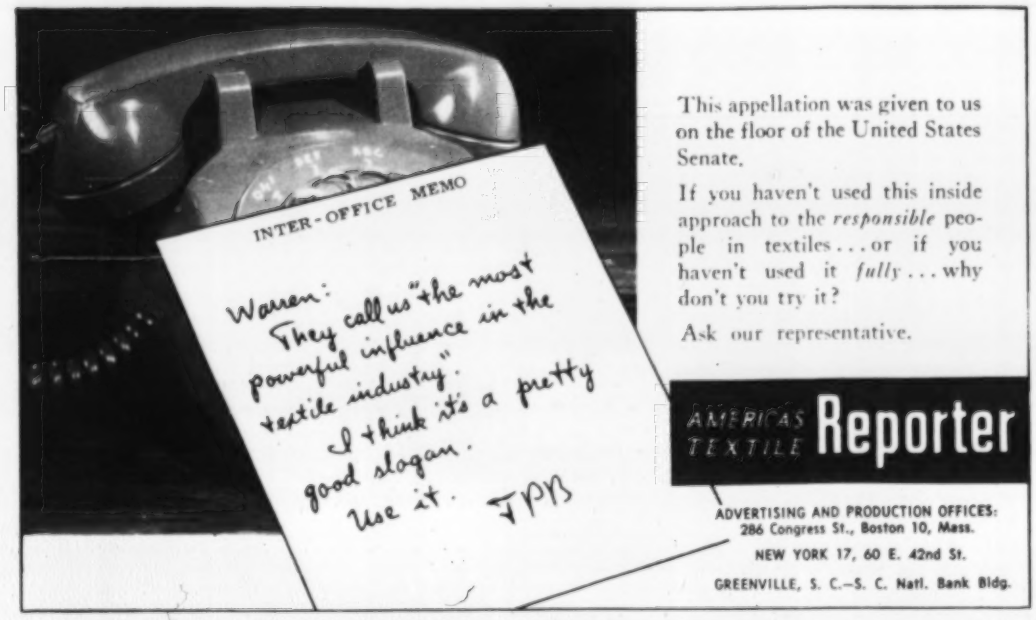
Infinite variations. Among them are highly expressive communications—to catch the eye, set the mood, start the sale.

The Kodak Ektacolor system is the latest means of accomplishing all these things. For from a color negative, all things photographic are possible.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

PHOTOGRAPHY: RICHARD BEATTIE

PHOTOGRAPHY: WILLIAM RICHARDS


INTER-OFFICE MEMO
Warren:
They call us "the most powerful influence in the textile industry".
I think it's a pretty good slogan.
Use it.
JPS

This appellation was given to us on the floor of the United States Senate.

If you haven't used this inside approach to the *responsible* people in textiles . . . or if you haven't used it *fully* . . . why don't you try it?

Ask our representative.

AMERICAS TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Natl. Bank Bldg.

WGR-TV Cuts Tape Costs

WGR-TV, Buffalo, has put into effect a new tv tape rate card, which provides for reduced charges for tape services. The tape rate card No. 2: (1) cuts the basic cost of a 30-minute tv tape session from $200 to $50, and (2) establishes a new rate for off-the-air taping starting with $25 for five minutes or less, and ranging to $100 for 30 to 60 minutes. WGR-TV is the only commercial tv station in Buffalo which offers taping facilities to clients and agencies.

Brown Names Epstein VP

Joseph H. Epstein Jr., has been appointed vp of Perry Brown Advertising, New Orleans. Mr. Epstein formerly was an account executive of Fitzgerald Advertising.

Hal Josephs to Smith, Hagel

Hal Josephs, formerly a group head art director at Grey Advertising Agency, has joined Smith, Hagel & Knudsen, New York, as creative art director.

MacDonald Says Classified Ads Are a Gold Mine

Travel Ads Have Big Future, Milne Tells Canadian Convention

MONTREAL, Sept. 20—Classified advertising has outgrown its status as the poor relation in the newspaper industry and has in fact become a gold mine only recently discovered by every newspaper publisher in Canada and the U.S.

This was the message delivered today by T. E. MacDonald, president of MacDonald Advertising Services, of Lafayette, Ind., as the 1960 convention of Newspaper Advertising Managers of Eastern Canada got under way.

■ Mr. MacDonald said classified affects every home and personality. He predicted that in 1961 some 325,000 classified ads will appear in Canadian and U.S. newspapers, bringing readership to the highest point in history. Publishers, he said, are only now beginning to realize the pulling power of their classified columns and are planning to make them a featured spot in their editions.

Oakah L. Jones, vp and general manager of Consumers Gas Co., Toronto, spoke on the major role of newspapers in community projects. "I am a sucker for newspapers for many reasons, chiefly because through them I can keep up with major happenings outside our own business. I read everything in them, especially the classified ads, for new ideas. The classified advertising section of any newspaper is a treasure trove unto itself," he said.

■ Advertising agencies must gear themselves for a tremendous growth of travel accounts, and better acquaint themselves with the merchandise at their disposal, John M. Milne, general manager of Pemberton, Freeman, Bennett & Milne, Montreal, told the convention.

Newspapers, he said, will long remain the chief media for travel advertising, and with "go now, pay later" inducements, travel in the next few years will reach an alltime high.

New horizons, Mr. Milne said, are opening for agencies, which must be prepared to handle this bumper crop of business. "Lots of people in agencies who are concerned with the travel business don't know enough about it," he charged.

■ Lester B. Pearson, leader of Canada's Liberal party, told the group that advertisers must take more action in portraying freedom of the press to combat communism.

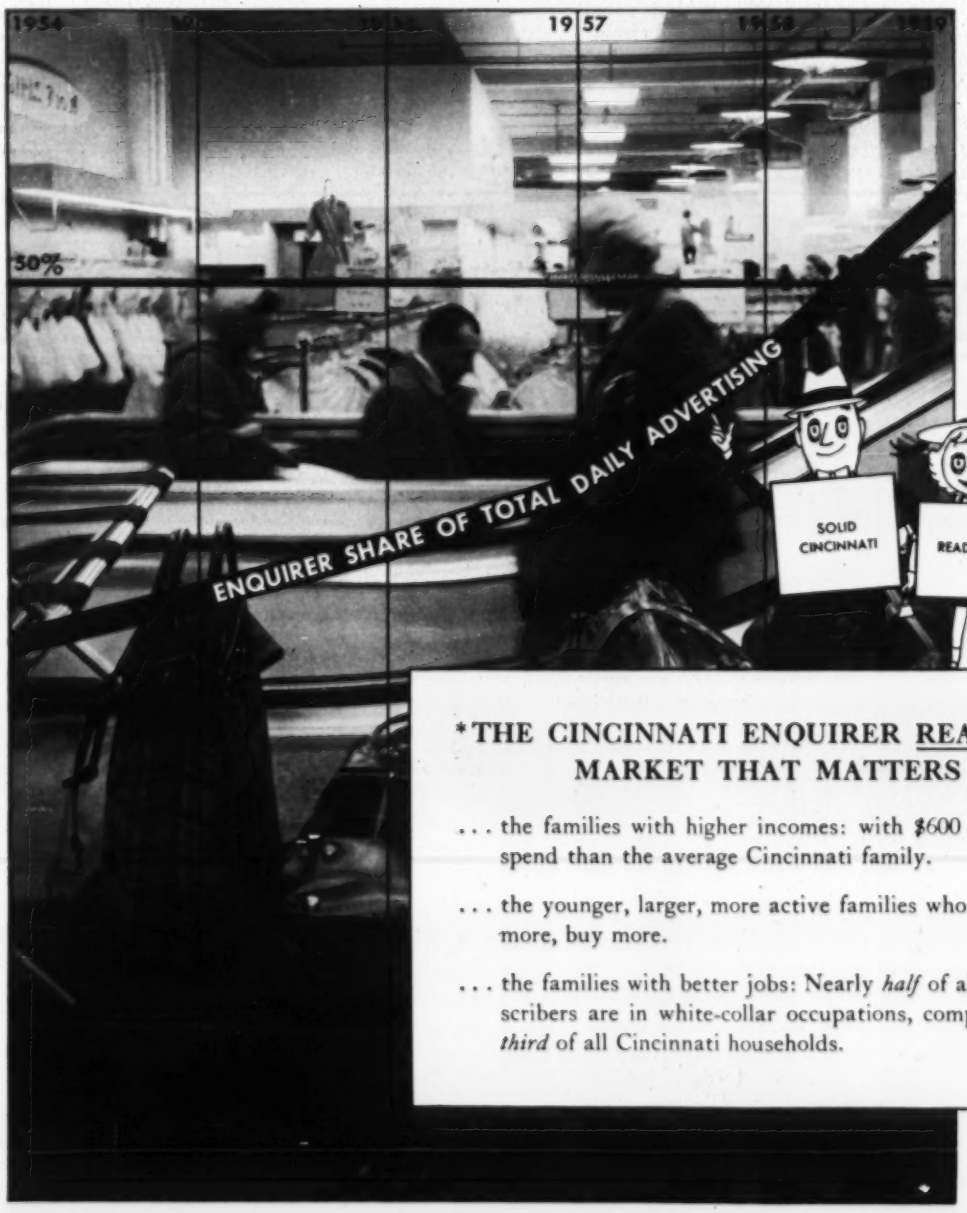
He said it is up to Canadian advertisers to see that the true picture of democracy and freedom is fully portrayed, to offset the Russian threat. #

Gotham Buys TV Company

Gotham Broadcasting Corp., New York, radio and tv station operator, has acquired Tarc Electronics, maker of products for tv and test equipment for broadcasters and the armed forces. Located at 48 Urban Ave., Long Island, N. Y., Tarc will be operated as a division of Gotham, J. Elroy McCaw, president of the broadcast company, said.

For solid success in Solid Cincinnati...

*aim at the market-that-matters!**



*THE CINCINNATI ENQUIRER REACHES THE MARKET THAT MATTERS . . .

. . . the families with higher incomes: with $600 a year more to spend than the average Cincinnati family.

. . . the younger, larger, more active families who need more, use more, buy more.

. . . the families with better jobs: Nearly *half* of all Enquirer subscribers are in white-collar occupations, compared to only a *third* of all Cincinnati households.

More and more advertisers are discovering that reaching this solid market-that-matters makes a big difference in advertising effectiveness. And they're finding that nothing reaches and *influences* this market like the Cincinnati Enquirer. Get the full story of Solid Cincinnati from the latest Top Ten Brands survey. Call or write The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

700 Entries Are Received in 'IM' Editorial Contest

CHICAGO, Sept. 20—An even 700 entries were collectively submitted by 239 different publications in *Industrial Marketing's* 22nd annual business paper editorial achievement competition. This is the record number of entries ever submitted in the competition, which originated in 1938.

Competition entrants are competing for 15 first award honor plaques, and a minimum of 30 certificates of merit. Judging of the entries will take place at the New York Advertising Club on Sept. 29. Selected from leading industrial companies and agencies, 33 judges will select this year's winners. Included on the roster of judges are top management men, engineers, production specialists and art directors.

Entries will be judged in three publication groupings: Industrial; merchandising, trade and export; and class, institutional and professional. A total of five entries can be submitted by each publication: Best series of articles; best single article; best single issue; best design appearance of a complete issue; and best original research published in a regular issue. Eligibility covers any material published between January, 1959, and June 30, 1960.

■ Award presentations will be made at special luncheons to be held later this fall, one in New York and the other in Chicago. Winners will be publicly announced in the December issue of *Industrial Marketing*.

The purpose of *IM's* annual editorial competition is "to foster the continuous upgrading of the editorial content of the nation's business press." #

Milner Buys Commonwealth; Boosts Budget to $2,500,000

Dumas Milner Corp., Jackson, Miss., manufacturer of Pine-Sol, Perma Starch and other household products, has purchased Commonwealth Products, Kalamazoo, manufacturer of Alumi-Glo, an aluminum cleanser, Copper-Glo, a copper utensil cleaner, and Sweet-Aire room deodorant. All the products of the Commonwealth line will be added to the Dumas Milner ad program, and the 1960-'61 ad budget has been expanded 25% to $2,500,000.

Gordon Best Co., Chicago, the agency for Dumas Milner, has been assigned the Commonwealth products. R. Jack Scott Co., Chicago, is the previous agency of record. Commonwealth, a six-year-old company, had annual sales last year in excess of $1,000,000. Dumas Milner sales last year were over $12,000,000.

Ad Council Appoints Two

Frederic W. Wile, recently resigned general executive of John Guedel Productions, has been appointed to the new position of managing director, Pacific Coast operations, of the Advertising Council, with headquarters in Los Angeles. Lavinina (Duffy) Schwartz, midwestern manager of the council in Chicago, has been promoted to managing director, midwestern operations.

Martin Automatic to Rumrill

Martin Automatic Fishing Reel Co., Mohawk, N. Y., has appointed Rumrill Co., Utica, to handle its advertising. Rogers & Porter, Rochester, is the former agency of record.

Sutton Appoints Three

Sutton Publishing Co., White Plains, N.Y., has appointed Thomas G. Orme district manager in the New Jersey-Pennsylvania area for its new publication *Industrial Electronics;* Donald C. Fuller, district manager for *Electronic Equipment Engineering* in the New Jersey-Pennsylvania area, and John Iraci sales manager of *Electronic Equipment Engineering*. Mr. Orme formerly was with *Mining Engineering*. Mr. Fuller was with *Missiles & Rockets*. Mr. Iraci previously was a district manager of *Electronic Equipment Engineering*.

Theo. Hamm Promotes Three

Theo. Hamm Brewing Co., St. Paul, has appointed Joseph Sullivan, formerly in the advertising department, advertising supervisor of the St. Paul division. At the same time Terence O'Brien, who joined the company last October, has been appointed advertising supervisor of the eastern and western divisions, and Philip Hummel, with the company since 1958, has been named point of sale manager.

KYA Signs New Rep

Broadcast Time Sales, New York, has been appointed national representative for KYA, San Francisco. This Bartell Family Radio station formerly was handled by Adam Young Inc.

OE 20 M= 500,000,000.00

"Office Executive" reaches twenty thousand decision makers whose companies spend over $500 million annually on office machines, equipment and supplies. These 20,000 men are the key executives who have the power to say "yes" or "no" to any and all office purchases within their companies. Sell them in the only magazine edited exclusively for top office administrators . . . "Office Executive". Write for sample copies and data.

OFFICE EXECUTIVE

Official Publication of the NATIONAL OFFICE MANAGEMENT ASSOC. World Headquarters WILLOW GROVE, PENNSYLVANIA

CLEVEREST ADVERTISING INVENTION SINCE TELEVISION ITSELF!

Here's how to get a sneak preview of the new 5-minute "Sidesplitters" by the world's wackiest inventor... Rube (who else?) Goldberg.

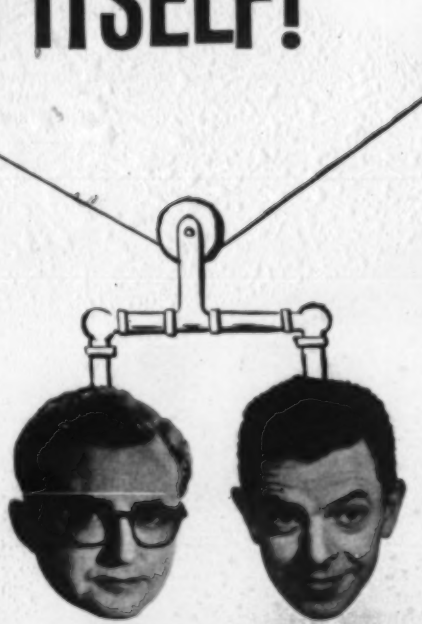
One look at the pilot film now available for audition and you'll know why this dizzy series will dazzle, delight—and sell!

National advertisers and their agencies can spend the most valuable five minutes of a lifetime catching this preview (custom-shown at your convenience).

130 of these episodes, each with a new invention, and starring Joe Flynn and Dave Willock with the animated artistry of Rube Goldberg, will be available for TV advertisers in 1961.

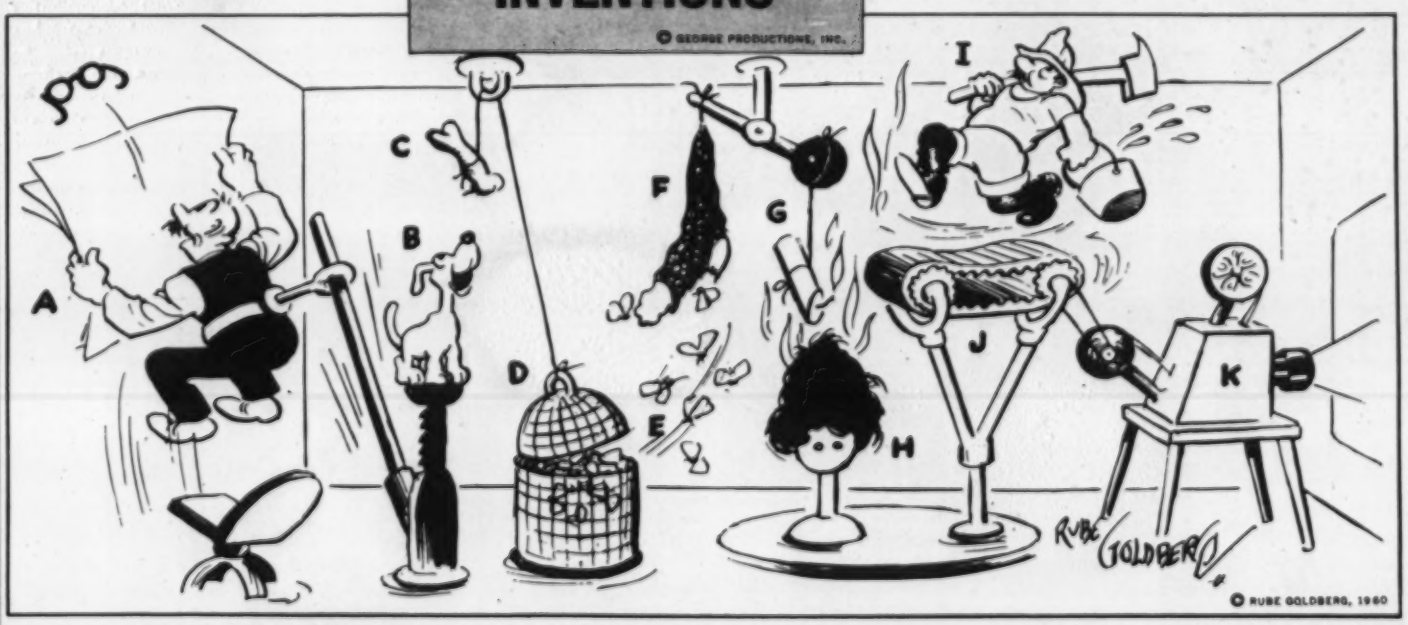
"RUBE GOLDBERG'S INVENTIONS"

© GEORGE PRODUCTIONS, INC.



JOE FLYNN
Sensation of this year's Emmy Awards TV Spectacular.

DAVE WILLOCK
Featured comic on scores of top-ranking TV shows.

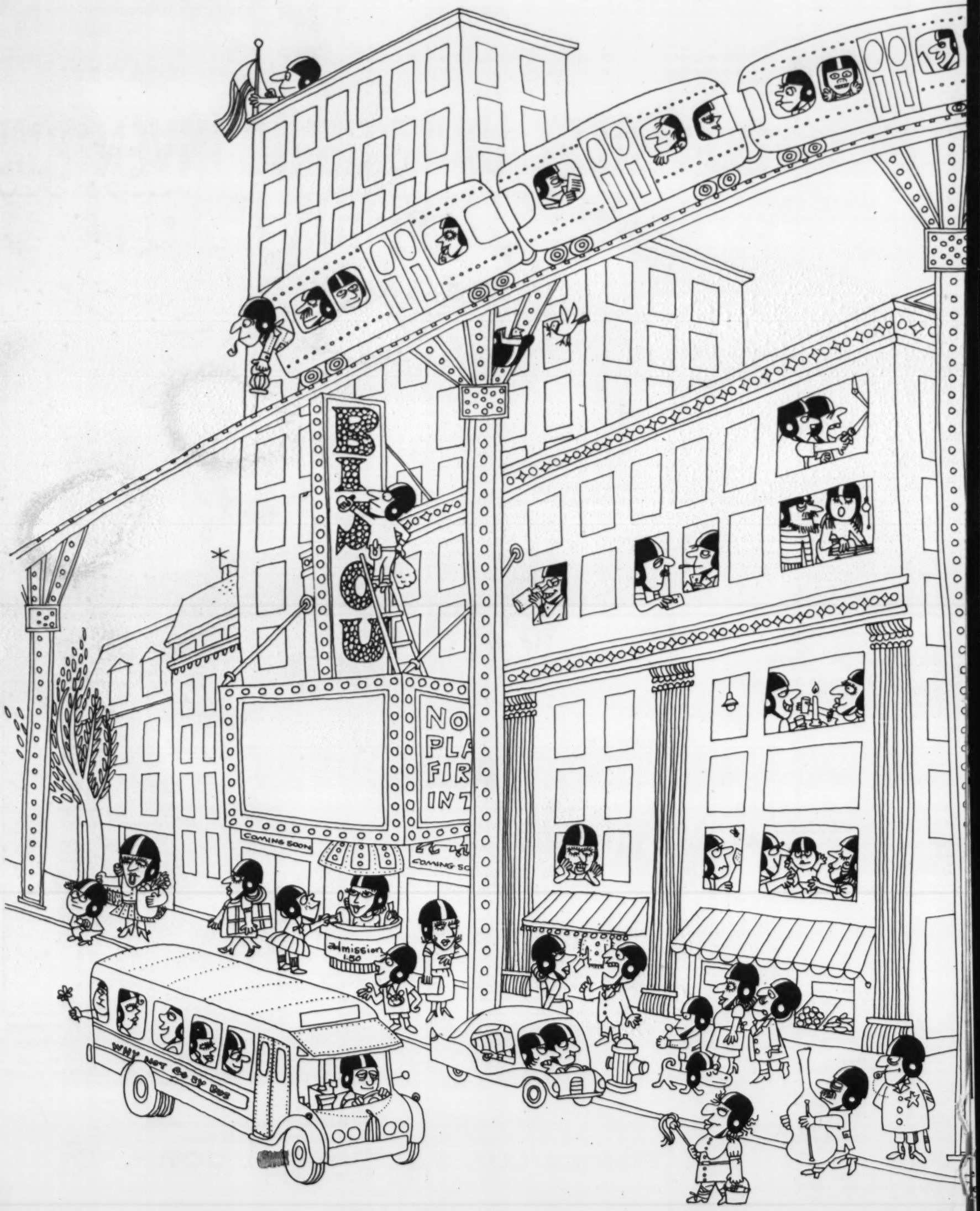


TV ADVERTISER (A) READS AD IN PAPER AND JUMPS UP AND DOWN WITH GLEE, JACKING UP DOG (B)—DOG GRABS BONE (C), OPENING CAGE (D) AND RELEASING MOTHS (E) WHICH EAT LARGE WOOLEN SOCK (F)—LOSS OF WEIGHT IN SOCK CAUSES LIGHTED CANDLE (G) TO SET FIRE TO WIG SHOWING NEW BEEHIVE HAIRDO (H)—FIREMAN (I), SEEING FLAMES, RUNS ON TREADMILL (J) WHICH SETS PROJECTION MACHINE (K) IN MOTION SHOWING PILOT OF RUBE GOLDBERG'S NEW TV SHOW!

Audition Screenings by appointment:
Call or Wire: Richard Carlton, Vice President in Charge of Sales

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, New York 22, N. Y.
Phone: PLaza 1-3110
Chicago · Los Angeles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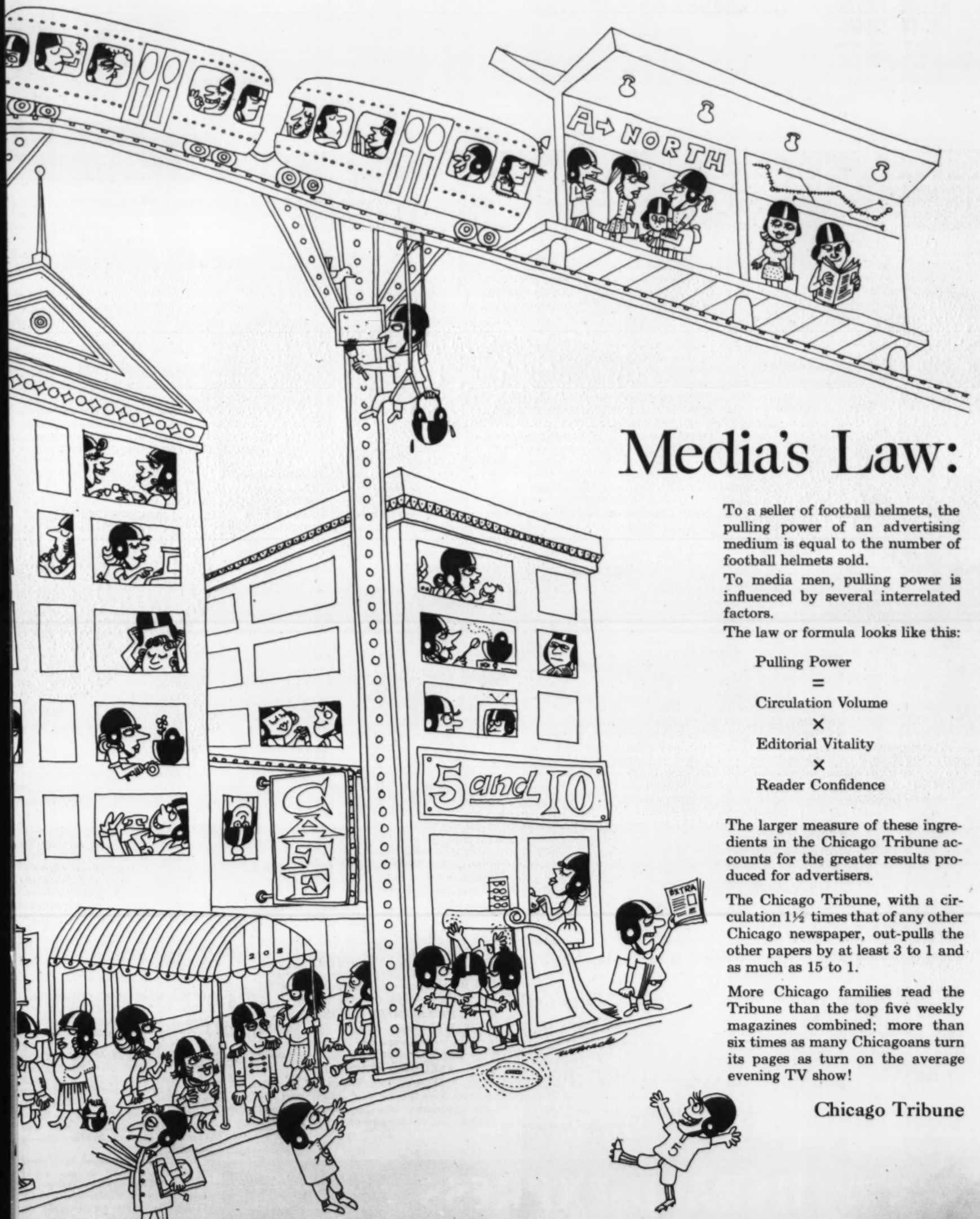
WHY NOT GO BY BUS



Media's Law:

To a seller of football helmets, the pulling power of an advertising medium is equal to the number of football helmets sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

FOR SALE
Entire Bldg. 7500 sq. ft.—Manhattan
MOTION PICTURE & TV STUDIO
Fully equipped for photography, editing, processing, recording, etc. 30 ft. ceilings.
Contact Mr. Roth
GALLANT-ROTH & CO., Inc.
45 W. 45 St., NYC, JU 2-3535

Senate Drug Probe Ends; Parke, Davis Questioned on Advertising Policies

WASHINGTON, Sept. 20—Senate probers wound up antibiotic price investigations last week after taking pot shots at the advertising operations of Parke, Davis & Co. They'll be back in December with more hearings, probably on vitamin and sulfa drug prices.

The probers looked into the Parke, Davis subsidization of a British medical journal, edited by Dr. Henry Welch, then the head of the antibiotic division of the Food & Drug Administration. They also explored alleged "watering down" of an FDA-imposed warning in advertising of a Parke, Davis antibiotic.

Although the Senate investigators spent almost two days poring over the advertising activities of Parke, Davis, relatively little was said about advertising of three other drug manufacturers who appeared in this phase of the proceedings.

■ As he was tying together all the loose ends of the Eli Lilly testimony last week, Sen. Estes Kefauver (D., Tenn.), Senate antimonopoly subcommittee chairman, told Eugene N. Beesley, president of the company, that "we have received compliments on both your labeling and advertising in giving the fullest information to physicians."

Previously the senator spoke in similar rosy terms about Lederle advertising (AA, Sept. 12). On the other hand, he finished with Bristol Laboratories without mentioning the promotional end of the business.

The subcommittee wasted no time in establishing the connection between Parke, Davis and the British edition of *Antibiotic Medicine & Clinical Therapy*, published by MD Publications, with Dr. Welch as editor.

Under questioning, Harry J. Loynd, president of Parke, Davis, admitted that the company paid through its advertising agency, L. W. Frohlich & Co., $100,000 to sponsor the British medical journal for 12 issues. In return, Parke, Davis received first choice in the position of its advertising.

■ The magazine was sent free to British doctors from a 20,000-doctor list made up by Parke, Davis, according to testimony.

Sen. Kefauver recalled that Dr. Welch, who has been fired by FDA, was paid on a straight commission basis from the sale of reprints of the magazine's articles, and was also given half of $37,975, which represented the final Parke, Davis payment, after the magazine folded.

Paul Dixon, subcommittee counsel, asked Mr. Loynd if he was surprised when he learned that Dr. Welch was paid $18,000. Mr. Loynd answered, "It certainly was a surprise. I knew nothing about Dr. Welch's relationship with MD Publications, outside the fact that he was listed as editor.

"The arrangement he had financially with MD Publications, I had never heard, never inquired, and did not think was any of my affair."

■ The subcommittee staff made much of the fact that Mr. Loynd rose to the defense of Dr. Welch after he was criticized by the *Saturday Review* in February, 1959. In a letter to Arthur S. Flemming, Secretary of Health, Education and Welfare, Mr. Loynd said that the article "is entirely without foundation. To feel that there was any conflict of interests as far as Dr. Welch's activities are concerned, again in my opinion, is absurd."

Mr. Dixon next asked Mr. Loynd if he didn't think it was wrong for Dr. Welch "to sit there as the head of the antibiotic division (of FDA), to hold symposiums, to encourage FDA to hold symposiums, to copyright these symposi-

(*Continued on Page 30*)

NEW LOOK—*New Downyflake package featuring picture of youngster reflected in a toaster is being introduced in the New York area and will later go national. Package was designed by the agency, Smith/Greenland Co.*

WHO'D EVER think that only yesterday these paper dolls were cutting a larger share of sales than *any other* evening newspaper in the West! It's a real doll for smart advertisers. Why?? Because . . .

✓ ***MORE CIRCULATION***
YOU GET 361,291* when you choose the Herald-Express. That's 49,053 MORE than the second evening paper!

✓ ***CONCENTRATED CIRCULATION***
YOU GET concentration in Los Angeles County where more than 90% of the Metropolitan Area's Retail Sales are made!

✓ ***EXCLUSIVE CIRCULATION***
YOU ALSO get 75% exclusive* metropolitan newspaper circulation and far less secondary newspaper duplication!

*SOURCES: ABC, Sales Management & Top Ten Brands Report

LOS ANGELES EVENING **HERALD-EXPRESS** Largest Evening Paper in the West
REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

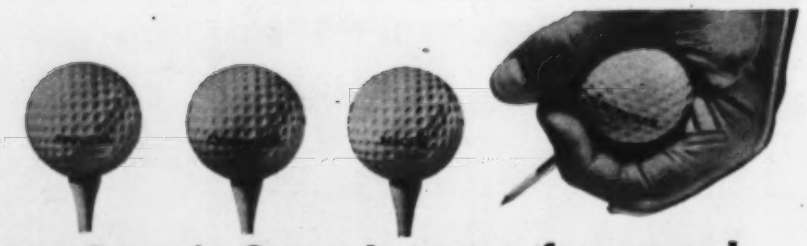
Triumphs of an advertising decision maker

HE'S HEADED FOR PIE IN THE SKY

This media man has latched on to a rising spiral of profits—for his client. He realized that the imaginative editing of Hearst Special Interest Magazines not only singles out the prospects, but creates a climate of acceptance in which advertising thrives—works harder—earns more sales per advertising dollar.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan



The Georgia Group is now a foursome!

Now Savannah joins Augusta, Columbus and Macon in the Georgia Group . . . creating a dynamic $2 billion dollar market . . . 28th in size nationally! The Georgia Group is a package buy . . . it's one order, one bill, one check, and savings up to 13% on each 10,000 lines. Play Georgia's billion dollar fairway with the *winning* foursome . . . the bigger, more powerful Georgia Group!

THE Georgia Group

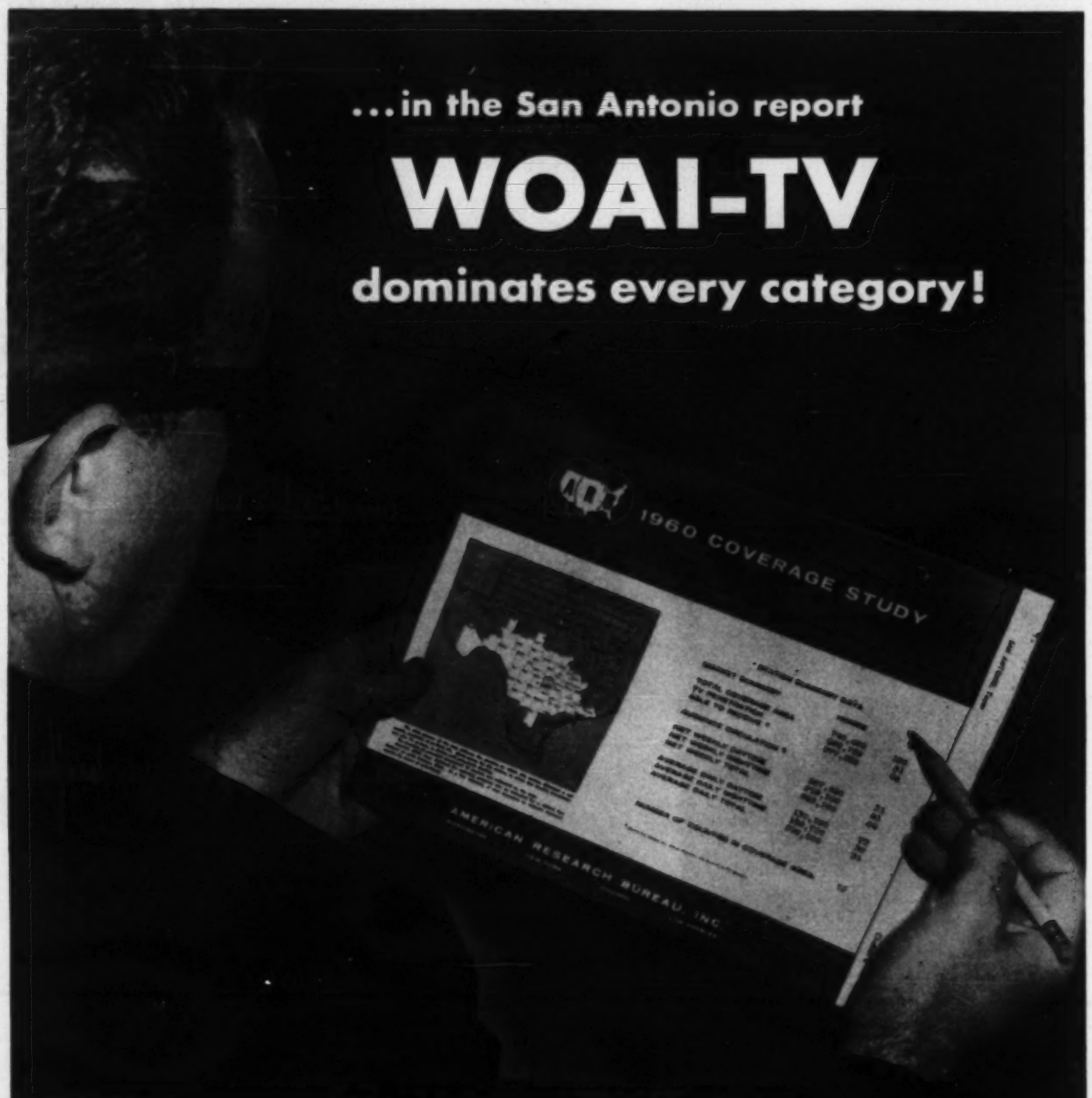
AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *Telegraph and News*
SAVANNAH *News and Press*
Represented nationally by
THE BRANHAM COMPANY

EGG FOO YOUNG—*A small "Chinese" egg, a large "Chinese" egg and fortune cookies featuring No Can Chew, a Chinese gentleman, are being used by the fine chemicals division of Hoffman-La Roche Inc., Nutley, N. J., to introduce Roche Rovicote chewable vitamins.*

...in the San Antonio report

WOAI-TV

dominates every category!



TALL TOWER coverage of 53 counties — compared with 46 for Station Y and 39 for Station Z — is the most dramatic indication of WOAI-TV's far-out-front position in South Texas. And this substantial leadership is evident in every one of the seven major subjects studied by ARB! For the facts of most value to you, contact your Petryman or any member of the Channel 4 Sales Department.

WOAI-TV

Edward Petry & Co., Inc.

Senate Drug Probe . . .

(*Continued from Page 28*)

ums, to assist, if not pick, the people who read papers at the symposium, and then turn around and sell these reprints back to the industry to be used as promotion to doctors."

Emphasizing that he still stands on his letter to Mr. Flemming, Mr. Loynd said, "I have seen nothing in my contact with Henry Welch to indicate that he did not perform a great service."

Mr. Dixon also pressed the Parke, Davis president on the high price the company paid out to reach British doctors. In 1956-'57 the company spent $230 a month for advertising in MD Publications at home.

■ Projecting the $230 monthly figure to a $3,000 yearly average, Mr. Dixon wondered why Parke, Davis was willing to put up $100,000 to reach 20,000 British doctors when it only costs $3,000 to cover 60,000 U.S. physicians.

"We admit it was a high price to pay," Mr. Loynd said. "We thought it was worth it."

The Senate drug probers also charged that Parke, Davis "watered down" and "softened" an FDA-imposed warning in some of its advertising to doctors.

■ The warning, recommended by the National Research Council, called attention to an FDA finding that Chloromycetin, a Parke, Davis antibiotic, should not be used indiscriminately or for minor infections because of a tentative link with certain blood diseases.

Although the subcommittee admitted that Parke, Davis has been living up to the warning as far as labels and circulars to druggists were concerned, it contended that the same warning should appear on ads to doctors as well.

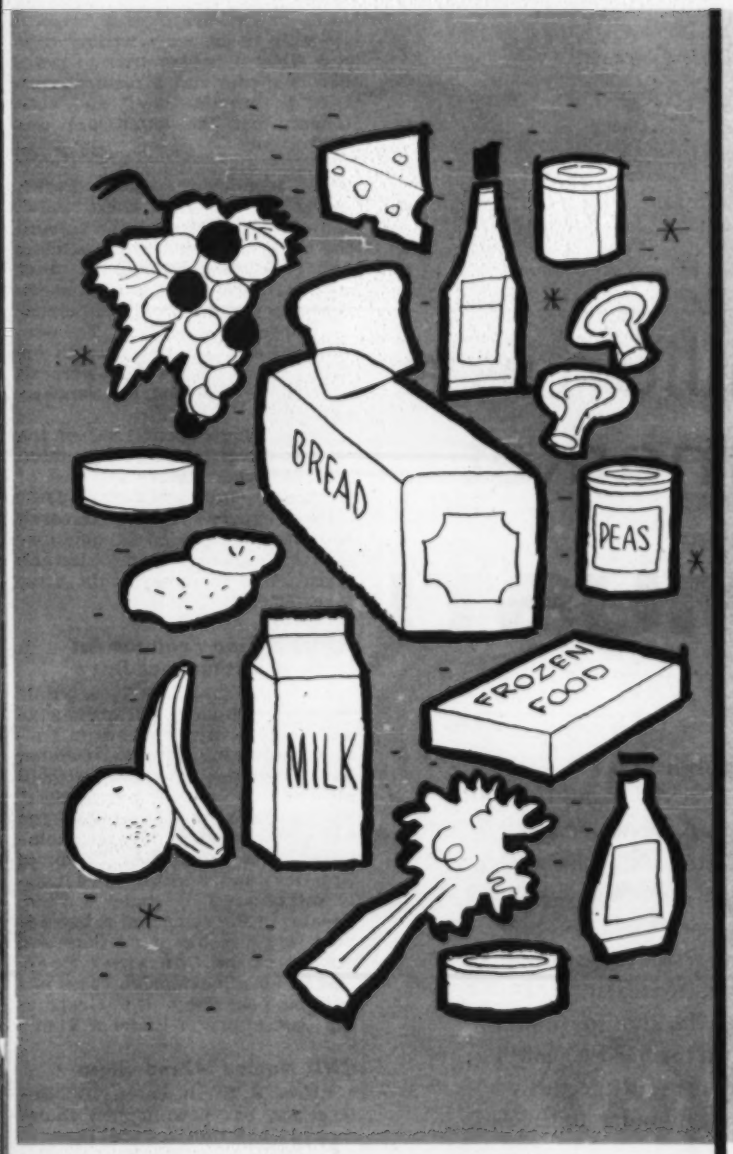
"In your advertising and in your promotion to the physicians, you have, for some reason which I think we all understand, changed the wording of the caution," Sen. Kefauver charged. "And what the physician gets is the important thing, because he is the one who prescribes the medicine, not the druggist."

Parke, Davis took the position that the warning need only appear when the ad talked about dosages. The company also maintained that FDA has no control over direct mail or medical journal advertising.

■ The subcommittee pulled out a U.S. Supreme Court decision and FDA and health department interpretations which indicated that advertising comes under the labeling act. What applies to labeling also applies to advertising, was the

(*Continued on Page 32*)

The Houston Chronicle SELLS MORE FOOD



The Chronicle Publishes More General Grocery Advertising Than Both Other Houston Newspapers Combined

General Grocery (Food) Linage . . . First Seven Months, 1960

CHRONICLE . . . 417,614 Lines

Post . . . . . 289,032 Lines

Press . . . . . 48,461 Lines

In Retail Grocery Advertising, too, The Chronicle leads both other Houston newspapers! The reason . . . RESULTS!

In Houston, The Chronicle

Reaches More People

Carries More Advertising

Sells More Merchandise

Source: Media Records

THE HOUSTON CHRONICLE

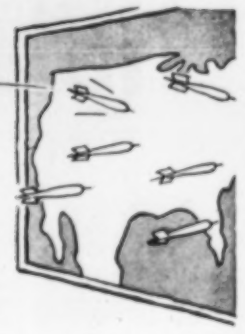
Read By More Houstonians Than Any Other Newspaper

The Chronicle is a MUST Buy in a MUST Market!

The Branham Company — National Representatives

"You Missed South Bend!"

Remove the blindfold, George, and take a good look at the South Bend market. Please note that it has 915 thousand customers with more than $1.7 billion in buying income. Note, too, that South Bend is not in the shadow of Chicago. It takes South Bend TV to sell the South Bend TV audience. And this is a good group, George. Household income in the metro area alone is $7,553; highest in Indiana. It's a big target, but you can hit it with one shot—use WSBT-TV. Top-rated CBS shows and popular local programs do the trick. WSBT-TV carries 12 of the 15 locally-favored shows; 35 of the top 50; gets 47.8% share of the sets in use in this 3-station market. Get with it man. Better yet—get with your Raymer man, he has the fine points.



WSBT-TV CBS TELEVISION NETWORK Channel 22

SOUTH BEND, INDIANA

ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

Senate Drug Probe . . .

(Continued from Page 30)

gist of the Supreme Court decision.

Sen. Kefauver told Mr. Loynd that even if there was no "legal obligation," Parke, Davis has a "moral obligation" to inform physicians to the fullest extent.

Mr. Loynd agreed with Sen. Kefauver about the company's moral obligations, but said that any changes in the warning found in its ads "emphasized" the FDA caution. He said that Parke, Davis has printed the warning "over 84,000,000 times."

Dr. Welch was dragged back into the discussion when Senate investigators revealed a letter from Parke, Davis medical director E. A. Sharp which asked Dr. Welch for permission to drop the section of the warning that links the antibiotic with blood disease.

Although Dr. Welch agreed that mention of any association between Chloromycetin and certain blood diseases is "highly questionable," FDA nevertheless turned Parke, Davis down.

When the letter was read to Mr. Loynd, he brushed aside the overtures of Dr. Sharp as a "typical example of an essay writing contest when a lawyer tries to practice medicine and a medical man tries to practice law," and contended that the letter was unauthorized.

■ In Monday's session, Parke, Davis introduced a chart which showed the percentage and amount the company spent on advertising and promotion, as well as other aspects of its business, based on the sales price of one Chloromycetin Kapseal, costing 27.5¢. The percentages and the amount spent for each item is figured from over-all operational expenses, the company explained.

Parke, Davis spent 1.84¢ of the total on advertising and promotion —6.7%. Other figures are cost of goods sold (production cost), 33%; selling expense 18.8%; research and development 4.9%; administrative expense 6.1%; income taxes 14.9% and net profit after taxes 15.6%. #

FDA Text vs. Parke, Davis Version

FDA Warning: "Certain blood dyscrasias have been associated with the administration of Chloromycetin. It is essential that adequate blood studies be made when prolonged or intermittent administration of this drug is required. Chloromycetin should not be used indiscriminately or for minor infectons."

Parke, Davis version: "Chloromycetin is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy."

Ruder & Finn Features Art in New Institutional Drive

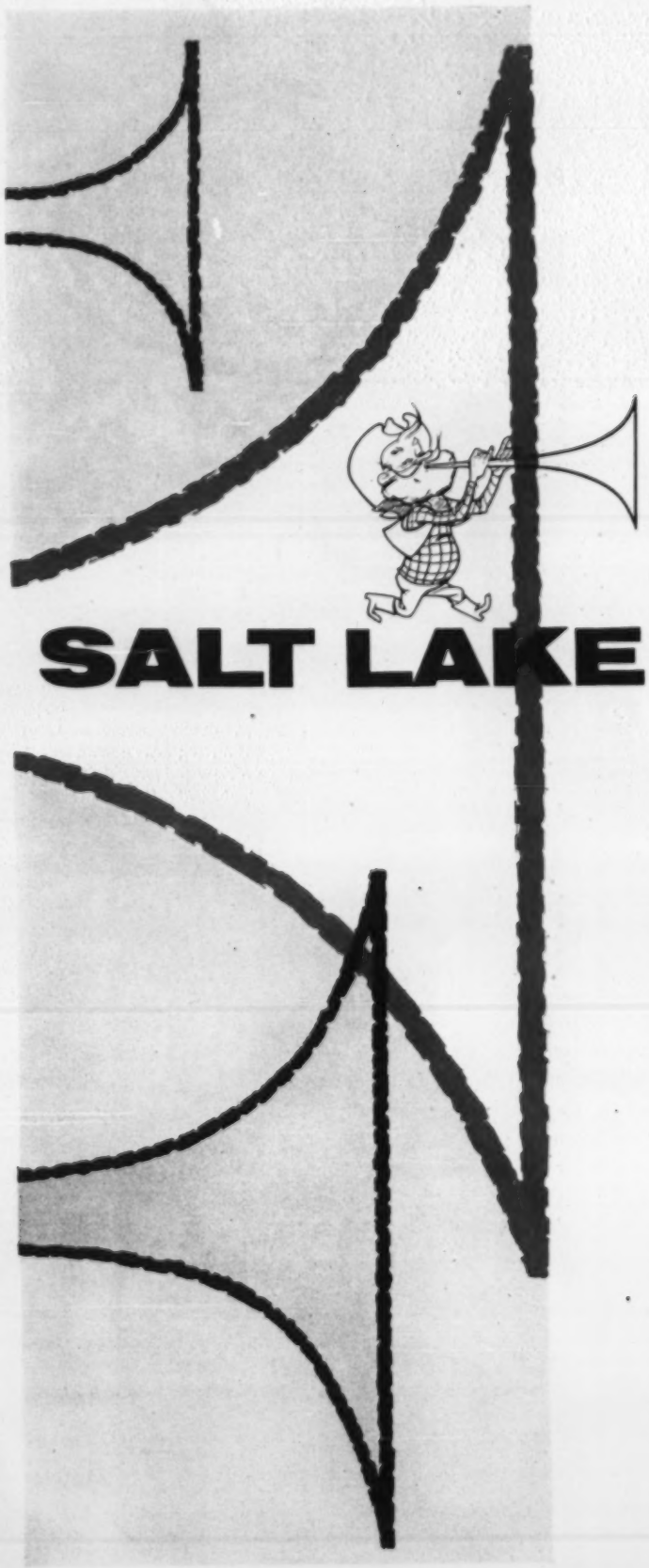
Ruder & Finn, New York public relations company, will inaugurate a series of institutional ads in *Fortune*, beginning with the October issue. Full-page newspaper ads will also run in "several newspapers" during the next 12 months. The ads will all feature famous quotations (*a la* Container Corp. of America) and works of art actually purchased by Ruder & Finn. Creator of the campaign is Leo Lionni, art director of *Fortune* and creator of the Container Corp. "great ideas" campaign. The ads will be placed by R&F Graphics Inc., subsidiary of Ruder & Finn.

CNP Names Alfred Stern

Alfred R. Stern, vp of NBC Enterprises, has been named chairman of California National Productions, New York, the NBC tv film syndication subsidiary. He replaces R. M. Clifford, who left NBC some time ago to become an RCA staff vp on the West Coast. In addition to his new duties, Mr. Stern will continue to supervise the NBC Enterprises division, which includes theatrical investment, merchandising and licensing projects, and as chairman of NBC International.

Mediclean Names Berking

Mediclean Distributors, metropolitan New York distributor of Mediclean sanitizing products for hospitals and rest rooms, has appointed Max Berking Inc. to handle its advertising and public relations.



If 1½ million is a "must" market...

SALT LAKE IS A MUST!

1½ million prosperous prospects is a market worth "tooting your horn" to . . . and 1½ million is exactly the size of the market reached and sold by Salt Lake's two metropolitan newspapers, The Salt Lake Tribune and the Deseret News and Telegram. While it's true that nearly ½ million reside in metropolitan Salt Lake itself, the four-state circulation of these two papers can open the door to a million more in the market. Get on the band-wagon! Join the long list of prominent prospectors who are finding this market a real gold mine!

Newspapers are the Best National Media. Penetrate Markets Deepest. Minimum Duplication. Greatest Selling Power. The people of America Buy 58,000,000 newspapers Every Day.

NEWSPAPER AGENCY CORPORATION NAC NATIONAL AGENT

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

THE
NEW YORKER
creates

Copyright 1949, The New Yorker Magazine, Inc.

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

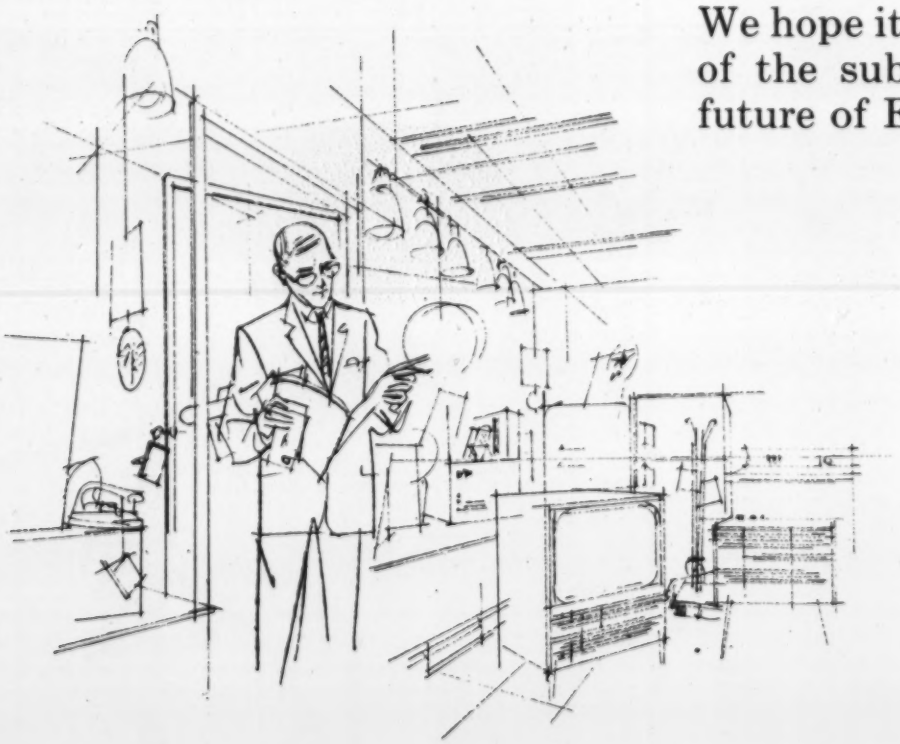
THE FIRST 40 ISSUES OF *ELECTRICAL* MERCHANDISING WEEK

This is our first report to you.

Little more than forty weeks have passed since Electrical Merchandising became bright, new Electrical Merchandising Week. Forty Mondays have brought to the appliance, housewares, home entertainment industries a new publication created by McGraw-Hill to fill the business news needs of these industries, and to do so in an entirely new way.

Now, just forty issues out of the cradle, we offer a frank, factual, informal summing up of what has been accomplished by EM Week. Because you are interested in better communication within this business, we believe you will find this report interesting.

We hope it leaves you with a favorable impression of the substantial accomplishments and bright future of Electrical Merchandising Week.



Cas Speare

Cas Speare, Publisher

memo from Larry Wray, editor

Let's start with readership, because, if you don't have this, you don't have anything. New EM Week is being read, regularly, thoroughly and with great interest. We know this from coupon response and from reader mail. We know it from manufacturers and other news sources, who have stepped up their efforts to have us tell their stories, properly, "the EM Week way." We know it from the greatly increased reader reaction our editors encounter in the field.

We have a wealth of evidence that readers like EM Week's frequency; its originality and honesty; its occasional breezy irreverence; the completeness of its coverage – and, yes, even its humor. But more than anything else, they seem to like the way news is handled in EM Week – fast, accurate, informative and interpretive. When you recall the months of study which went into making this new publication precisely the kind our readers needed, this shouldn't be surprising. Surprising or not, it's mighty pleasant.

We feel quite safe in saying that today, after just forty issues, more of our readers read a greater proportion of the total content of *every* issue of EM Week than is the case with any other publication in this field.

Editorially, we've made a fine start. We're going right on from there.

from Ted Weber, managing editor

Larry has reported on what has been accomplished; let me deal with how.

At the time Electrical Merchandising became EM Week, we had the largest, most experienced, specialized editorial staff in the field. Yet, amazingly enough, we've more than doubled this staff. We started with such real pros as Jim Cassidy, Anne Noone, Maggie Cook, here in New York; Ken Warner, in the Midwest; Howard Emerson, on the Coast. They were great on the monthly, even greater on EM Week.

But look what we've added! Jake Underhill on the copy desk; Fredda Miller, Don Rubin, Pete Schellenbach, Jim Buchanan and Gordon Williams all added to the assistant editor line-up. Yes, and five newcomers joining our existing research, art and production staffs. Then, too, we're drawing more heavily than ever on McGraw-Hill's worldwide network of news bureaus and our Washington Bureau, largest in the capital devoted to business news.

In every issue, every Monday, the results show. They show in more exclusive stories; more special reports; more merchandising features; more instances where we've been able to dig deeper than anyone else.

Like Larry, I feel we'll go much further than this start. And, like Larry, I feel it is quite a start.

new product "built" a new way

New EM Week had to maintain the top printed quality that Electrical Merchandising was known for, but do this at a tremendous step-up in speed. Every Monday we had to deliver 40,000-plus copies, and each one had to be right, cover to cover.

The answer was an entirely new method of producing EM Week, on a giant, high-speed, web-fed litho press – especially modified for this job. Beyond speed, this gave us crisp, clear reproduction on smooth, white stock . . . shorter closing dates . . . more pictures, more color . . . less production expense and delay for advertisers.

After just forty issues, this approach has been such a success it is now widely imitated. Mechanically, as in every other way, EM Week is new.

40,000-plus every Monday

It's one thing to produce 40,000 copies of magazine. It's quite another to lay them down on 40,000 desks, from coast to coast, every Monday morning. But it's being done.

First, every subscription was analyzed to determine the best possible way of getting EM Week to each reader on time. Studies were made of post office operations across the country, the timetables of crack passenger trains which would speed EM Week to distant points, the best methods of speeding hot copies from the printer to the trains.

The entire printing operation was transferred from the East Coast to the Midwest, and a communications network created to keep production linked to headquarters. An hour-by-hour production schedule was set up and checked every step of the way. Result? Wherever you are, you can read it in EM Week every Monday morning.

New and hot in every way

Forty issues tell a lot about a new magazine, in a lot of different ways.

Reader reaction proves EM Week is lively, interesting, well-read, hot. Consistent advertising gains show that advertisers are quick to recognize this better way of telling their stories – quickly, with ideal every-Monday frequency, to the big, broad base of this business.

Renewals of existing subscriptions, applications for new subscriptions, tell the same story. Both figures are unofficial until certified by ABC, and both say the same thing – EM Week is the hot one.

Look at it any way you want to. Editorial approach, editorial performance. Speed and mechanical excellence. Reliable every-Monday delivery. You can quickly see why more Dealers buy and read EM Week than any other appliance publication!

TESTING one-six-two

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

SHELL

SHELL

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Oil Industry Drives to Boost Petroleum Use

ROCKLAND, ME., Sept. 20—A multi-pronged strategy to boost the use of petroleum products is being planned by the oil industry.

C. J. Guzzo, vp of the marketing division of the American Petroleum Institute and senior vp of Gulf Oil Corp., told the Maine Petroleum Assn. meeting here that the program will be the largest ever undertaken by the industry.

Mr. Guzzo described the following fronts along which the industry will launch its marketing attack:

• A marketing effort to persuade Americans to drive more for fun and recreation. Newspaper editorial and advertising space will figure in this promotion, including special annual motoring editions. More of the industry's $150,000,000 advertising budget will be massed along this front; and other industries benefiting from auto travel—such as car and tire makers, restaurant, motel and resort operators—are being asked to ally part of their $400,000,000 ad budgets with the oil men in this effort.

The "more driving" theme will be supported by a program to create greater highway safety through improved driver education, better licensing procedures and firm but sane law enforcement.

The industry will seek to interest auto rental companies in renting motor boats also; to cooperate with international airlines to sell foreigners on touring the U.S. by car; and to back an effort to have national holidays scheduled on Mondays.

• API will mount a defensive campaign "to roll back federal gasoline taxes and defeat coal industry efforts to legislate use of coal in place of oil for certain consumers" through "guaranteed markets," he said.

The group has set up a tax education committee "to try to hold Congress to its promise to remove the present 'temporary' 1¢ tax on this product on June 30, 1961."

API is launching a drive in which service station operators will offer all customers the opportunity to sign petitions for relief from excessive gasoline taxation.

• The API will also continue its efforts to prove to auto makers that the 2,000-mile motor oil change interval produces greater driver satisfaction with car operation than the longer periods recommended by some manufacturers, he said.

• The API marketing division is asking an API allocation of $500,000 to enlarge and speed up research to bring cheaper, more efficient oil heat to the American householder, he said. Industry-wide research on creating a more economical home-heating oil burner is continuing, he said.

In support of home-heating sales, a group of refiners banded together in the National Fuel Oil Council are matching the funds collected by local home-heating oil dealer groups for advertising and promotion, he reported. #

Little boys love Salerno Butter Cookies ...and little girls too. I don't mean little boys love little girls . . . I mean little boys and little girls love Salerno Butter Cookies. Big boys love Salerno Butter Cookies and big girls too . . . I mean big boys love Salerno Butter Cookies & big girls ...and big girls love Salerno Butter Cookies and big boys, too.
Salerno
BUTTER COOKIES
Salerno
BUTTER COOKIES

BOYS AND GIRLS—*Salerno-Megowen Biscuit Co., Chicago, is using color newspaper pages in a series which will feature one selected item in its line. R. Jack Scott Inc. is the agency.*

'Bazaar' Names Baker

Crowell Baker, brand promotion manager of the bra division of International Latex Corp., will join *Harper's Bazaar* as beauty products advertising manager Sept. 30. He succeeds James Doherty, who is retiring after 35 years with the magazine.

KRNT Radio is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – ten years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business

Big in the lives of people in the community—see the people

Big in sales impact – see Katz

KRNT is Total Radio in Des Moines

A COWLES OPERATION

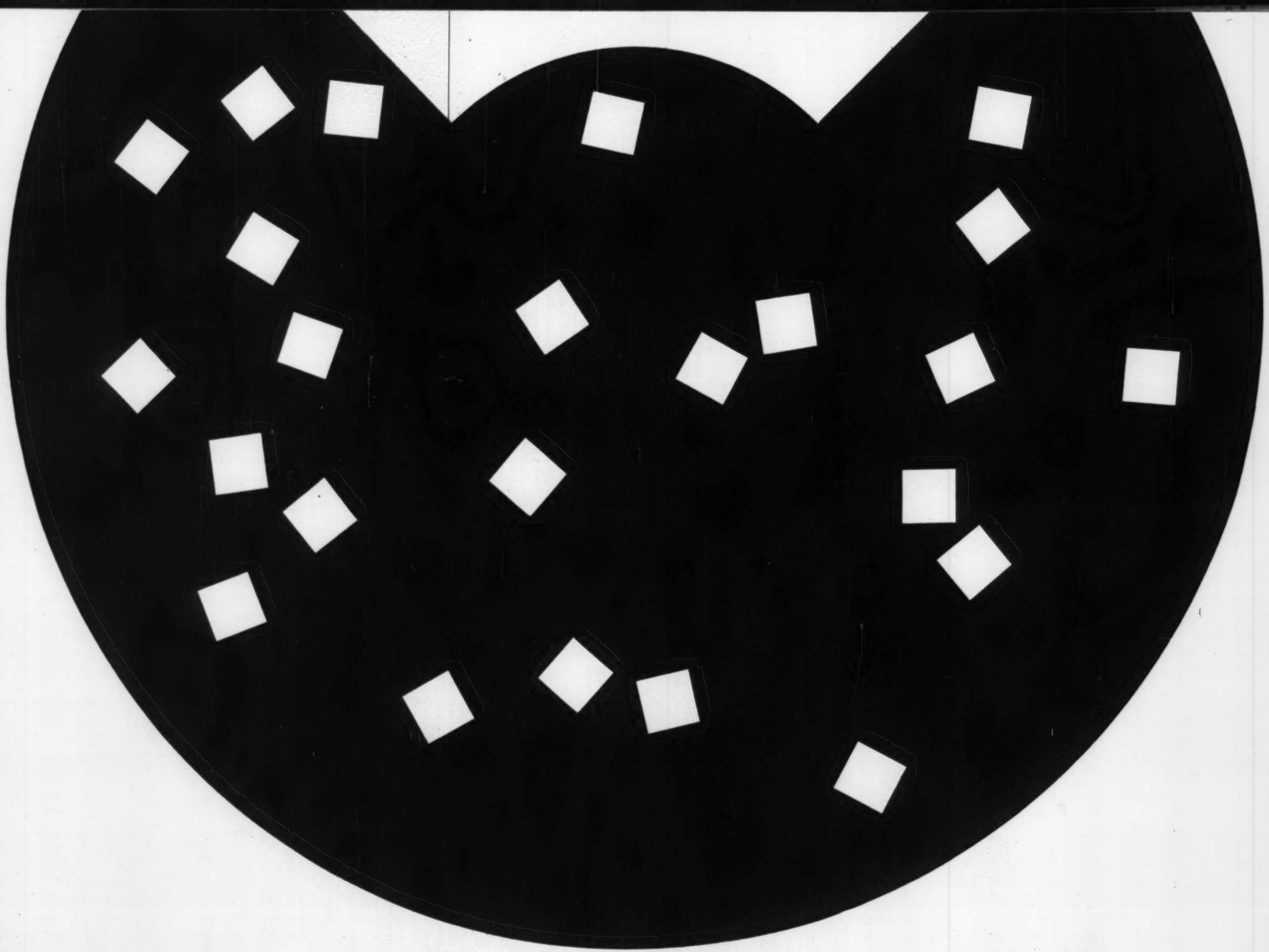
the latest developments in the audio world

NEW SOUNDS FOR THE SIXTIES

from the pages of October Esquire*

*ESQUIRE CARRIES MORE LINAGE DEVOTED TO MUSIC EACH ISSUE THAN ANY OTHER GENERAL MAGAZINE.

AUTHORITY
IN
A
MAN'S
WORLD



Marketing fact: Less than 1% of all U. S. firms employ more than 100 people.

Only 18,770 of these firms are in manufacturing—and they account for 75% of all value added by manufacture. That's concentration.

Take the measure of your market.

What's your share of market? Probably not enough to suit you.
One way to increase your share is to sell more. That means servicing your current customers and soliciting your best potential prospects.
In short, you must concentrate your selling where the potential is greatest.

Fortune can help you because Fortune concentrates.
On the management men in the largest firms—executives who are often difficult for a salesman to get in to see.

Because Fortune concentrates on companies where the sales potential is the greatest, advertisers find that

FORTUNE *gets results.*

Marketing Group Issues Guide

American Marketing Assn., Chicago, has published "Current Sources of Marketing Information," a reference guide for persons in marketing and marketing analysis. Included in the bibliography are sections on "basic sources of information," "the national market," "regional data on the economy," "activities that make up the economy," and "market behavior." The 119-page book is priced at $2 to AMA members and $4 to non-members. It is available from the American Marketing Assn., 27 E. Monroe St., Chicago.

Foley Advertising Adds Two

Jack's Tasty Snack Corp., Oneida, N.Y., manufacturer of Jack's cheese twists and other food products, and the Mechanical Contractors Assn. of Philadelphia Inc., have appointed Richard A. Foley Advertising Agency, Philadelphia, to handle their advertising. Pritchard, Daniels & Dreher, Ardmore, Pa., is Jack's Tasty Snack Corp.'s former agency of record.

Holland Purchases Holland Co.

Earl Holland has purchased the 23-year-old William F. Holland Co., Cincinnati, from the estate of his father, William F. Holland, who died June 15, 1958. His purchase includes all agency assets and the Holland Bldg. His mother, Mrs. Dorothy Holland, will continue as supervisor of accounting of the agency, which has annual billings of approximately $500,000.

Huber, Interstate to Acomb

Huber Industries, Cincinnati, manufacturer of camera and instrument mounting devices for military aircraft, and Interstate Dispatch, Chicago, have appointed Robert Acomb Inc., Cincinnati, to handle their advertising.

HIGH-STYLE—*The Chandler division of Edison Bros. stores will run high-style shoe ads in the September and October issues of Harper's Bazaar and Vogue for its Chandler's and French Room shoes. Ridgway-Hirsch is the agency.*

Advertised Brands to Star in Record '69 Food Sales: Peckham

CORONADO, CAL., Sept. 20—Food store sales will reach $75 billion in 1969 and the large majority of these sales will come from nationally advertised brands, J. O. Peckham, exec vp of A. C. Nielsen Co., predicted here last week.

Speaking at the 61st annual convention of the California Grocers Assn., Mr. Peckham estimated that grocery store sales would increase by $27 billion in the next decade, or more than 56%. He also forecast a population in 1969 of 210,000,000, an increase of 30,000,000 or 17% from current levels, and a gross national product of $700 billion—a gain of $200 billion or 40%.

Nationally advertised food brands have accounted for 74% to 76% of total sales in 38 food store commodity groups since 1951, Mr. Peckham said, and he predicted that they will continue to do at least as well in the next ten years.

■ "Our studies show that the consumer prefers major advertised brands of these 38 important commodity groups of packaged grocery store products by about three to one—a rather remarkable situation in view of these facts: Only a relatively small number of nationally advertised brands account for the lion's share of the market, as compared with hundreds of minor brands making up the balance, and the consumer is generally willing to pay more for a nationally advertised brand," he said.

"With the increased emphasis that manufacturers of advertised brands are giving to new, improved products, I would not be surprised to see manufacturers' brands approach a ratio of four out of five sales, or 80% of the business, before the decade is out," he said. #

AMF, General Mills Sponsor Sweepstakes

General Mills, Minneapolis, and American Machine & Foundry Co., New York, will award 6,581 prizes in its Daily Goodness Cereal Sweepstakes. There will be 26 days of drawing during December and 720 prizes for each of General Mill's nine cereals—Cheerios, Wheaties, Frosty O's, Hi Pro, Cocoa Puffs, Trix, Jets, Kix and Pick-A-Pack. There will be a 27th day of Grand Prize drawings worth over $25,000 from undrawn entries in all nine sweepstakes.

The prizes, manufactured by AMF, will range from electric power shops to bowling equipment to scat cars, bicycles, basketballs and footballs.

ARE OUR MORALS DISINTEGRATING?

Alarmists paint a frightening picture of today's moral climate. Others are more optimistic. Both viewpoints were frankly expressed recently by a panel of distinguished guests on CBS Owned WBBM-TV, where Chicagoans look for—and expect to see—high-quality, unflinching, provocative local programming.

People who value their time find far more worth watching on WBBM-TV. Which naturally is why time is so valuable on WBBM-TV, Chicago's top-rated television station for 63 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED

FLASH—*Optics Mfg. Corp., Philadelphia, will introduce its new Galaxy electronic flash in photographic and consumer publications with ads like this during October. Lavenson Bureau of Advertising is the agency.*

Business Papers Urge P.O. Help in Foreign Mail

WASHINGTON, Sept. 20—Spokesmen for general and business magazines told Commerce Department officials last week that the publishing industry's effort to stimulate international trade could be more effective if the government would do something about high postal costs and complicated postal regulations.

All the publishing groups, along with representatives from other sectors of the printing and publishing industry, urged that the Commerce Department and State Department try to persuade the Post Office Department to exercise its authority to reduce and simplify the postage rates for international shipment of periodicals and other promotional material.

Francis Cawley, vp, Magazine Publishers Assn., noted that postage rates for international shipment of magazines have been increased by more than 50% since 1952. He pointed out that the Post Office Department has pegged them substantially higher than the minimum required by international postal agreements.

■ MPA, along with other associations and companies in the printing and publishing industry, had been invited to the Department of Commerce as part of a series of meetings to determine what can be done to "turn" the nation's unfavorable trade balance.

Representatives of Associated Business Publications and National Business Publications stressed the potential usefulness of technical publications in building overseas markets. Both urged action on postal problems, and NBP offered a plan for some national or international body to sponsor an international congress of specialized business publishers, which—among other assignments—would establish machinery for standardized, regular reporting of circulation and rates of all publishers in member countries for the use of world marketing organizations.

John B. Babcock, representing ABP, said business publishers find from experience that many U.S. manufacturers do not recognize the potential in foreign markets. "Our publishers constantly receive complaints from foreign subscribers who write to advertisers and never receive an answer," he said.

To some extent, the business press itself is at fault, he conceded, for not doing a better editorial job. He said ABP plans to urge its editors to devote more time and space to foreign markets.

■ The cost of sending direct mail material overseas is so high, Mr. Babcock said, that publishers often prepare and mail their material from outside the U.S. "Consequently U.S. printers and mailing houses lose much business, for though they may be able to do the job cheaper and with superior quality, the postage costs from the U.S. are prohibitive."

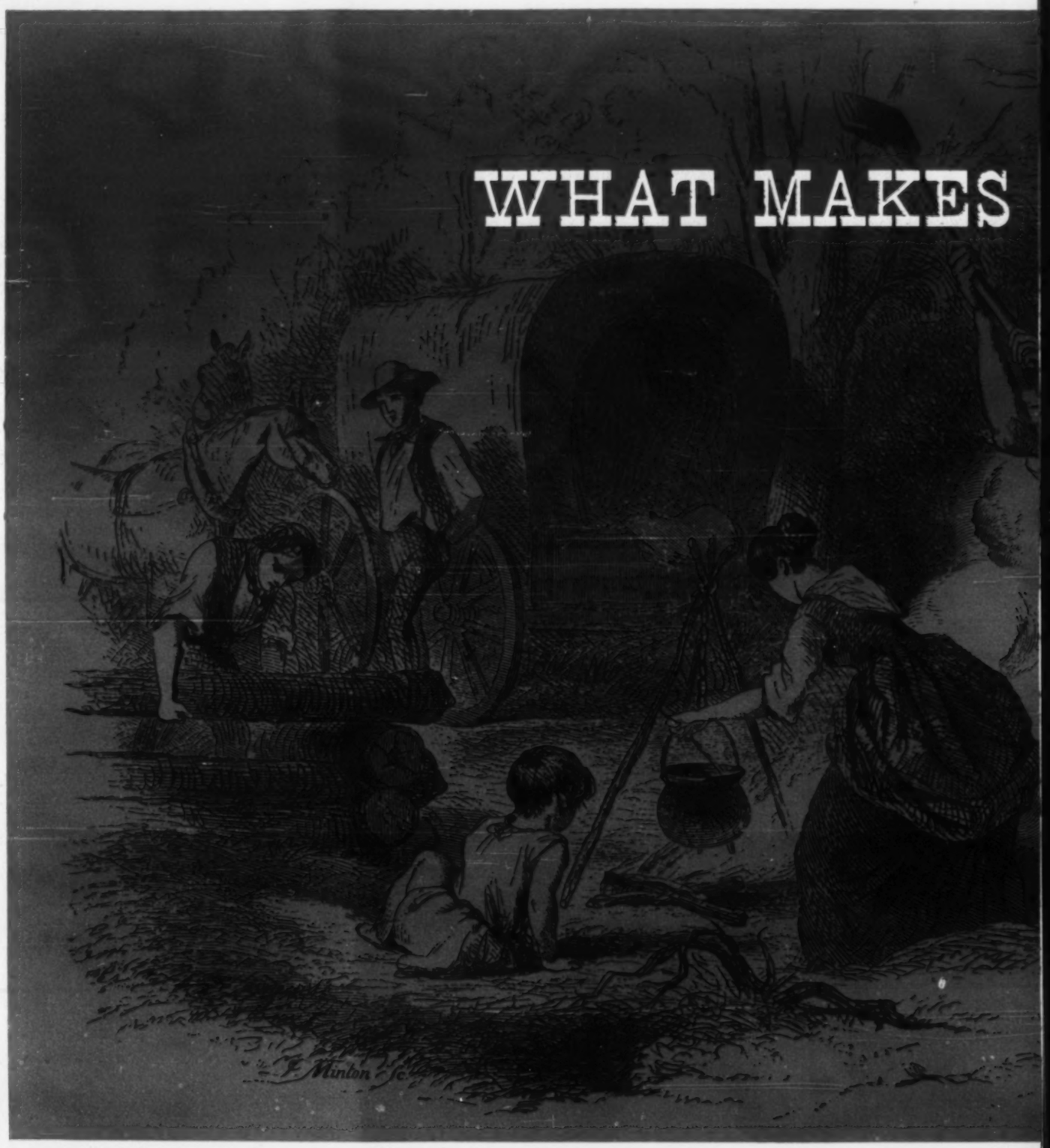
He sketched difficulties with regulations involving business reply cards, packaging and labeling of promotional material. Reply cards, normal in domestic circulation drives, can't be used overseas because cost is too high, he said. Promotional material which must be labeled, "printed matter—no commercial value," gets slow delivery.

"But it is of value," Mr. Babcock said, "for such material is what helps subscription salesmen

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



STORER BROADCASTING
33 years of community service

overseas to sell American publications."

A key problem, he said, is slow delivery. Service often is so bad, he noted, that subscribers finally pay extra to receive publications by air freight or registered mail. "This is an excellent testimonial to the essentiality of American business papers, but a sad commentary on the delivery service of the cooperating post offices," he added.

E. S. Safford, Rogers Publishing Co., who represented NBP, traced the importance of business publications in domestic marketing, but pointed out that most companies outside the U.S. have not yet benefited from the business press medium of communication. "This condition is a serious restriction on the marketing efforts of U.S. firms selling abroad," he pointed out.

NBP's proposals were pointed toward making the technical press as effective in stimulating foreign trade as it has been in building domestic markets.

This condition can be corrected if U.S. publications are encouraged to increase foreign circulation, NBP pointed out. "By extending efficient, proved U.S. communications channels into foreign markets, modern merchandising methods will utilize channels and expanded foreign trade can reliably be predicted."

The most immediate and effective step, NBP said, is to get a postal rate structure that will stimulate extension of U.S. specialized business publications' circulations abroad.

"Unfortunately the Post Office Department applied increases in international magazine rates in 1953 and again in 1958. In addition, separate rate treatment was applied to controlled-circulation magazines over paid magazines, although both types of specialized business publications are of equal stature and contribute equally to the audiences they serve," Mr. Safford said.

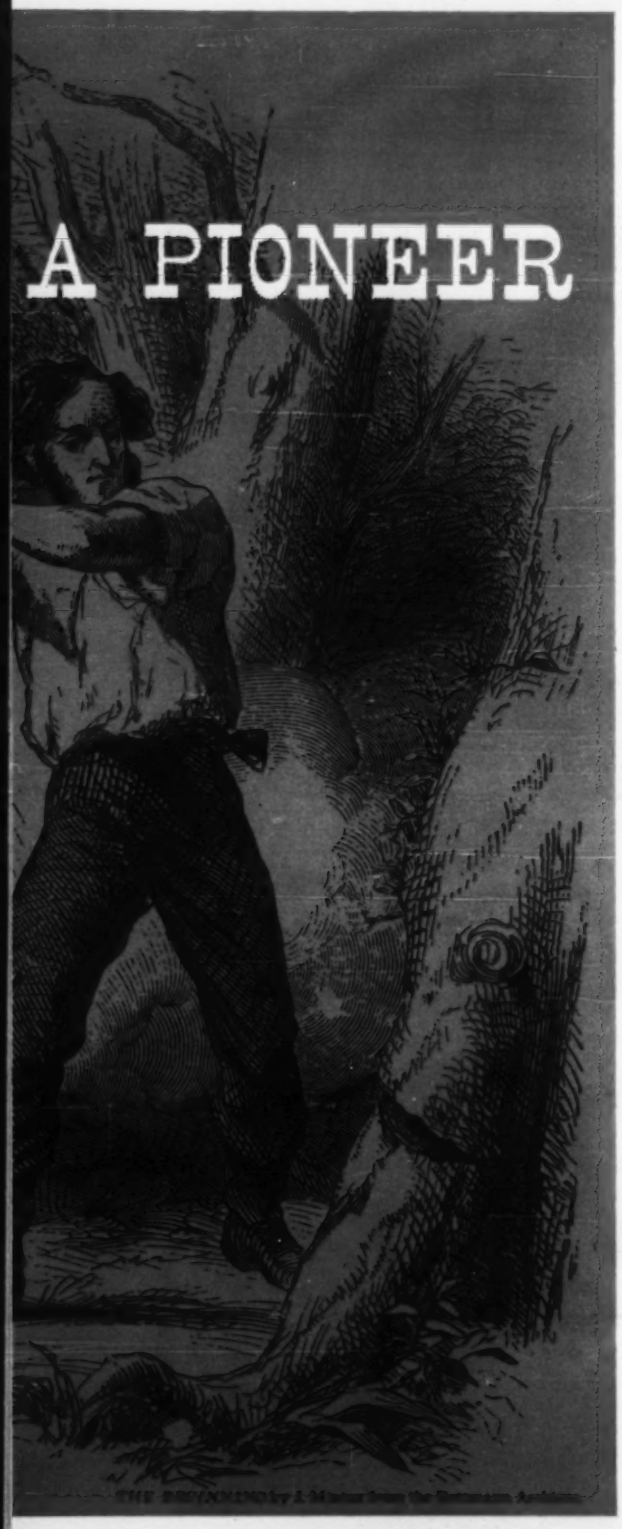
NBP's plan for an international congress of specialized business publishers was advanced as a means of "opening up channels of professional and technical communications throughout the free world." #

NBC-TV Adds Advertisers

Two companies have added to their fall schedules with participation buys on NBC-TV, New York. Mogen David Wine Corp. (Edward H. Weiss & Co.) placed orders on two daytime and four nighttime shows; while Brown & Williamson Tobacco Corp. (Keyes, Madden & Jones) bought into three evening hour telecasts.

Gross Joins UAA

Arthur Gross, previously with King Features Syndicate as director of tv sales, has been named assistant general sales manager of United Artists Associated, New York, tv film distribution company.



COMPANY

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22 • PLaza 1-3940
230 N. Michigan Ave., Chicago 1 • FRanklin 2-6498

PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when Storer started out 33 years ago. What have we learned from it all? THIS:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole.

Only in this way can you build large, loyal audiences who will respond to your sales messages.

In short, operating in the public interest is good for our business and for yours.

Radio
PHILADELPHIA—WIBG
LOS ANGELES—KGBS
DETROIT—WJBK
TOLEDO—WSPD
CLEVELAND—WJW
MIAMI—WGBS
WHEELING—WWVA

Television
DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
TOLEDO—WSPD-TV

FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno . . . astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta . . . and the list of available markets shrinks every day!

Wire today to secure the "best" series—BEST OF THE POST—for your market!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N.Y. 22 • PL 5-2100

BUTANE
PROPANE
APPLIANCES HEATING
BUTANE-PROPANE
MAP
MARKETING ASSISTANCE PROGRAM

CHILTON'S

How Butane-Propane News' M-A-P helps you

CHART YOUR SALES COURSE

in the liquefied petroleum gas industry

The comprehensive BPN Marketing Assistance Program (M-A-P) eliminates guesswork and gives you an on-target approach to the men who buy and influence the buying of your products in the liquefied petroleum gas industry.

Companies in the industry are ferreted out and classified by the BPN Census, maintained since 1945. The number of companies, *type* and *size* of their operations, and much other basic data about them can be given you on a state-by-state basis. This information is being put on IBM cards to make it even more accessible and helpful.

An annual survey of dealer operations brings current data from representative dealers throughout the nation, showing sales volume, inventories, number and type of customers, capital investment, current plans for purchases, and many other vital facts not obtainable elsewhere.

These data are compiled into a Market Report, by regions, which is offered without charge. A wealth of varied market and statistical information is constantly being compiled by our research and editorial staffs to meet advertisers' specific needs.

Standards of editorial excellence and quality-controlled circulation that have made BUTANE-PROPANE News the leading publication in its field are now linked with the strongest available marketing aids through M-A-P. A representative will be glad to give you more details.

BUTANE-PROPANE News, pioneer LPG publication, gives audited circulation of 16,000 to more than 13,000 plants—the best available coverage of the L.P. gas market. A plant count and job-title analysis of readers prove the breadth and quality of this coverage. LPG dealers have voted BPN their "most helpful" magazine 13 times out of 13 in surveys independently conducted by advertisers. These are reasons why BPN has led all LPG publications in advertising volume for 21 straight years.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

NBP

BUTANE-PROPANE NEWS

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO
1960 POPULATION
272,239

GAIN 141,754 (108.6%) over 1950

The 5th largest city of Texas and the largest city between Ft. Worth and Phoenix—Denver and San Antonio.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

ONLY TWO-BITS—*Heublein Inc., Hartford, Conn., plans a new campaign stressing the economical virtue of its cocktails.*

Low-Proof, Low-Price Heublein Line Gets $500,000 Ad Debut

NEW YORK, Sept. 20—Heublein Inc. last week announced a "highly flexible" advertising budget to promote its revamped line of bottled cocktails. John G. Martin, president, indicated the first year's budget had been tentatively set at $500,000, "but it could go to $5,000,000 in one or two years."

The new line—with improved taste and reduced prices—will be advertised in *Coronet*, *Cosmopolitan* and *The Saturday Evening Post*. The first ad of a b&w series appears in the Sept. 24 *Post*, a page and one-half layout headlined, "What this country needs is a good 25¢ martini." At the outset about 20 newspapers in 12 cities will get 600-line insertions. Newspaper copy will take the same tack, and will also include inserts headed, "Don't like plain whisky? You'll love these whisky cocktails."

"We have known for a long time," said Mr. Martin, "that more than half the moderate drinkers in this country do not like the taste of whisky. Therefore, this newspaper campaign will come directly to grips with this fact."

■ Market testing, said Mr. Martin, has shown that an ad campaign stressing price and quality "is enormously powerful." The new Heublein bottle price will vary from market to market but will always be less than $4.

"We have found," he added, "that most people think of cocktails as expensive. The average guess is that a cocktail served at home costs at least 50¢. The 25¢ cocktail headline will have an astonishing impact."

Mr. Martin said the nine new cocktails in the line would be aimed at "the so-called emergent middle class—people with recently acquired higher incomes who would love to serve cocktails. Cocktails are status symbols, if you will forgive a Madison Ave. phrase, the glamor-pusses of alcoholic drinks."

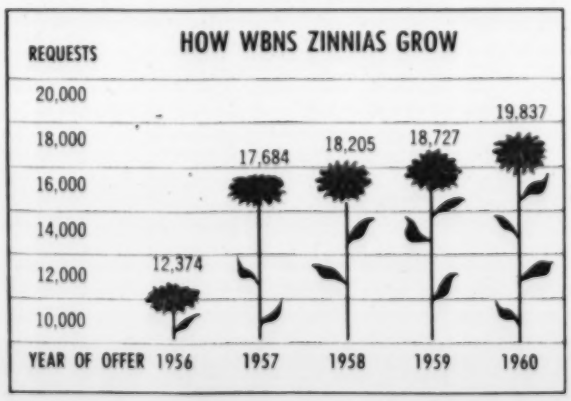
The line—all in three-quarter quart bottles—include an extra dry martini, manhattan, dry manhattan, old fashioned, daiquiri, whisky sour, side car, stinger and vodka martini. The extra dry martini will be 67.5 proof; the dry manhattan a 55 proof.

"There has been a marked trend to lower proof drinks in the last decade," said Mr. Martin. "Overwhelmingly, the public has voted for the lower proof and lower price cocktails." He predicted the Heublein line would sell 1,000,000 cases annually in five years.

Lawrence C. Gumbinner Advertising is the agency. #

EVERYTHING'S COMING UP ZINNIAS!

Window boxes, gardens, flower pots — we don't know where WBNS listeners plant these zinnias, but every year for the past 5 years, they have written for thousands of them. Each Spring WBNS Radio personalities offer free zinnia seeds in exchange for a post card bearing the listener's name and address. You can see how the WBNS zinnia gardeners are thriving. This year listeners in 281 towns, representing 74 of Ohio's 88 counties responded to our flower promotion. We mailed out 19,837 packages of seeds — an increase of 7,463 in the past 5 years. From Lake Erie to the Ohio River, "everything's coming up zinnias" in WBNS Radio country. It's a fertile field to plant *your* seeds, too.



WBNS RADIO · Columbus, Ohio

Prime mover of 1,500,000 Central Ohioans • represented by John Blair and Company

Grow with **DYNAMIC** OKLAHOMA!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Oklahoma Report

Oklahoma City | No. 8 | September 1960

WHOLESALE MARKET IMPORTANCE GROWS

With wholesale sales of $1,112,972,000 in 1958 already ranking Oklahoma City 22nd in the U.S. as a distribution center, a new million dollar wholesale and warehouse project has begun in Oklahoma City. Including some 27 buildings on a 8 acre tract, the project will take about 18 months to build. Even before the completion of this facility, the 1960 total of wholesale sales in Oklahoma City will be close to $1 1/2 billion, based on the 60 per cent increase during the 1948-1958 decade. The number of firms increased from 774 to 968 during the period and is now more than 1,000.

R.O.P. COLOR GAINS

In the first 8 months of this year, 610 R.O.P. color ads, totaling 995,351 lines, appeared in the pages of the Oklahoman and Times. This compares with 535 ads and 856,904 lines during the same period of 1959. Editorial usage of color is growing fast, too. In the first 8 months of this year, 274 units of R.O.P. full color appeared in editorial columns of the Oklahoman and Times -- most of it produced locally as spot new photos, food and fashion features and cover page illustrations. This is an increase of 56% over the same period last year, and the use of editorial color in 1959 was 80% greater than in 1958.

ONE OF THE FASTEST GROWING CITIES

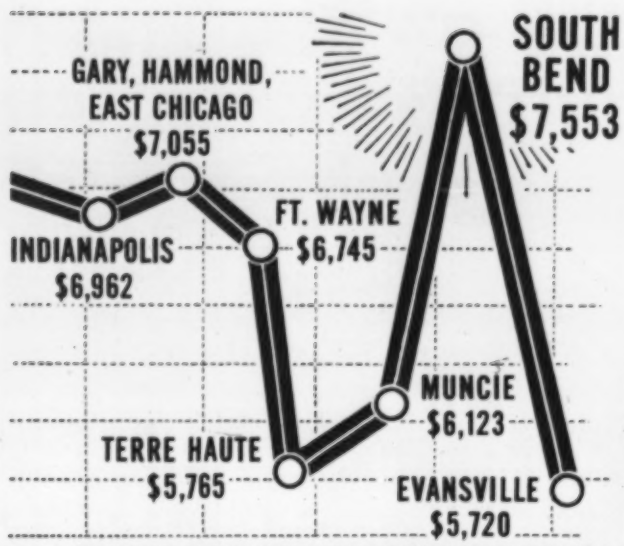
The New York Times, in a story listing population gains of U.S. cities shown by the 1960 census, pointed out that, with a 31% increase, Oklahoma City is one of the fastest growing cities in the nation. In the ten years between censuses, Oklahoma City moved up from 45th to 37th in size ranking.

DYNAMIC OKLAHOMA

A special five-section, 128-page, color-filled "Dynamic Oklahoma" edition of The Daily Oklahoman, published Sunday, August 28, was a complete sell-out! Described as "the best portrait of Oklahoma ever 'painted' in print," the edition has been sent all over the world. More than 38,000 extra copies were ordered, for a total press run of 280,000. An excellent reference of market information, the edition is available in answer to your request on business letterhead. It will be mailed to you in a colorful wrapper packed with more qualitative market data.

NEWSPAPERS WILL BE SCHOOL TEXTS

In a pilot project conducted in six of Oklahoma City's high schools during the 1960-61 school year, The Daily Oklahoman will be used as a "living textbook" in Government, Social Studies, History and English classes plus a special class in Problems in Democracy. Teaching and classroom materials developed during the project will be made available to schools all over Oklahoma.



Tops Them All

South Bend leads all Indiana Metro Areas in average family income; ranks $1426 above the state average! And there's much more to this market . . . totally 16 counties; nearly one million people with $1.8 billion in buying power. No other newspaper covers this entire area like The South Bend Tribune. Get complete details in free, 1960 Market Data Book.

The South Bend Tribune

FRANKLIN D. SCHURZ, EDITOR AND PUBLISHER. STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVE

SLICK—*Pay Way Feed Mills, Kansas City, is using this display piece in a six-state area. The box contains specially wrapped cinnamon candy for kids, to show that kids eat "Kid Slick" as fast as pigs will eat "Pig Slick." Radio, tv and farm papers also will be used. Prescott & Pilz, Denver, is the agency.*

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This ancient Indian pottery is a product of someone's innate ability . . . creativity. Here in the *Industrial Piedmont* the one station with the proven ability to create sales is WFMY-TV.

To sell the nation's 44th market* (44 counties, 17 cities in all) . . . where 2.3 million customers have $3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

Sell Advertising to Nation, Clark Urges Ad Group

NEW YORK, Sept. 20—Admen and women should quit their breast-beating and go out and "sell" their profession to the nation, George Clark, professor of advertising at New York University and director of the bureau of education of the Advertising Federation of America, said here last week.

Speaking at the installation of new officers of the Assn. of Advertising Men & Women, he said: "If we don't interpret ourselves, who is going to do it for us?"

He proposed several ways in which admen could go about it:

1. "As a club, you can organize a speakers' bureau. This is important. Get people to talk. Have them speak to other than advertising-oriented groups. It's the consumer, women's clubs, the parent-teachers' associations who are hungry to hear."

2. "Admen should use the local media—radio and newspapers. Many radio stations are eager to have local participation. But it needs a new slant. Can't we be creative about this type of problem? You are all creative people, and you are supposed to be vocal, talkative," he said.

3. "Talk to schools. I get frequent inquiries from high school principals asking about speakers from the advertising world," he said.

4. Go to the colleges.

5. "Make an award. Get schools and colleges to nominate best students, and your company gives a good current book as a prize. It will cost you $6.50 or $5.95, and this is not expensive for the job you want to do," he said.

6. "Organize roundtable discussions with people such as editors. The recent payola scandals, for example, were an opportune time for such discussions. By this means admen could feed ideas to the community."

Professor Clark added that, above all, "continuity is what counts."

■ David Moger, head of David Moger & Co., was installed as president of the Assn. of Advertising Men & Women. Lynn Feldman of Enterprise Advertisers' Service became the group's first woman vp. Another new vp is Stan Linden, of D. L. Terwilliger Co. #

Moore Joins Hameroff

Gerald E. Moore, formerly a free lance copywriter in Dayton, has joined Hameroff & Smith, Columbus, O., as a copywriter.

YOUR POINT OF SALE...

IN THE BIG, BOOMING YOUTH MARKET

Today's big trend to self-service has created a new point-of-view on *point-of-sale*. Advertising has a bigger job to do. That's why more and more advertisers are using the power of SEVENTEEN – the magazine that made the Youth Market – the magazine where brand loyalty *starts*. The love of its readers for this magazine generates amazing buying action. Teen-age girls, who spend $4.8 billion of their own money every year (and billions more of their families'), buy more merchandise from SEVENTEEN than from any other magazine.* If you want them to reach for *your* product today, tomorrow and for years to come . . . make SEVENTEEN your *point-of-sale!*

*Gilbert Youth Research

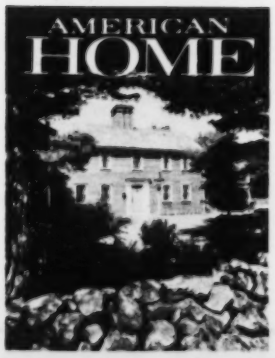
it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: **SEVENTEEN-at-School – only magazine of its kind – offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!**

This handsome new home authentically recreates the architecture of the period leading up to the Revolution . . . from an 18-page feature on early American reproductions in the October issue.

THIS IS THE NEW "REVOLUTIONARY"

AMERICAN HOME



A CURTIS MAGAZINE

There's a revolution in the home service field...and American Home started it. It has brought new visual brilliance, new youthful vitality and a new depth of service information to this highly selective media group. Reader response has been electrifying! Month after month, newsstand sales soar over last year. In fact, American Home is just about the hottest magazine on the newsstands ... and the most exciting.

Curtis Moves Ad Dept. to 380 Madison Ave.

Curtis Publishing Co. has moved the New York executive offices of its ad department from 555 Fifth Avenue to 380 Madison Ave.

These offices will be the new New York headquarters for Robert E. MacNeal, Curtis president, and Edward C. Von Tress, senior vp and director of advertising. It will also be home base for the ad directors and general sales managers of *The Saturday Evening Post, Ladies' Home Journal* and *Holiday*.

Carbona Drops 'Fireproof' Claim

Carbona Products Co., Long Island City, has signed a stipulation with the Federal Trade Commission to stop describing its Carbona cleaning fluid as fireproof or misrepresenting its fire-resistant properties.

Premium Field Has Maintained Good Taste, Bowen Says

NEW YORK, Sept. 20—Taking time out at the annual premium show here, Gordon C. Bowen, president of the Premium Advertising Assn. of America, gave the multi-billion-dollar industry a pat on the back for its good taste in advertising.

"Keeping in mind the press and public criticisms levelled at our advertising fraternity and certain elements of the broadcasting industry in past months, I think we can congratulate ourselves," he told the meeting.

"By careful attention to good and tasteful premium practices, which the association continues to promote under its corporation charter, and which you have faithfully followed in your own company premium programs, we have acquitted ourselves very well because we serve the needs of the business community by first and foremost satisfying the needs and ambitions of the ultimate consumer public."

■ Mr. Bowen noted that the association had overcome several "serious threats of restrictive legislation" in a number of states this year. "Threats induced by the Caffery and Henderson bills in New York would, in effect, have destroyed legal premium advertising. But these bills were killed," he said.

"Other bad proposals were defeated in Alabama, Colorado, Kentucky, Louisiana, Massachusetts, and Pennsylvania," said Mr. Bowen.

State legislatures, he said, are displaying growing interest in promotional advertising involving merchandise prizes "and the element of chance."

While some states branded the promotions as lotteries, he added, "the association has been acting to discourage this development, and I am glad to report, has successfully sponsored corrective legislation in several states to lift restrictions on such advertising."

Mr. Bowen announced that the premium show had grown to such dimensions that next year's event, to be held from Sept. 25 to 28, will move to the New York Coliseum to provide a more convenient one-floor traffic pattern for the more than 5,000 representatives of premium-using companies and their agencies, who are expected.

■ Statistics provided at the show put the premium industry's 1960 volume at an estimated $2.25 billion. Women were said to be still the biggest consumers, but there was a move noted to the family-type premium offer, which now accounts for 26% of all volume. Premium offers for men amount to 17% and for juveniles, 15%.

Statistics made available at the show indicate that incentive merchandising promotions climbed to a half-year record high of 1,066 in 1960, an increase of 16% over the 916 recorded in the same period last year.

Games, toys and sporting goods headed the list of most-used premiums, followed by general kitchenware, with records, booklets and books third.

The top premium sponsors were "health and beauty aids," with "canned and frozen foods" second and "flour, mixes and feeds" tied for third with "petroleum and tba products."

■ Top contest sponsors were appliances, then canned and frozen foods, and third, health and beauty aids.

In the breakdown of prizes, merchandise and cash held top place, though yielding slightly to merchandise and trips, which climbed 7%.

Henry O. Whiteside, vp and research director of J. Walter Thompson Co., a speaker at the show, wondered if premium advertisers actually understood women.

"Not only do women, as individuals, change as they grow older, but women as one half of society change as the times change," he said. "What is not so apparent is that for the great majority of products, where consumption is not tied to a time of life, the way you talk to a young woman may be quite different from the way you talk to her grandmother."

For example, he said, "mama responds to new products and ideas best when they are placed in an ad context that is not markedly youthful or exploratory." #

Pure Oil Agrees to End Battery Guarantee Claims

Pure Oil Co., Chicago, has signed a stipulation with the Federal Trade Commission to stop claiming that its batteries are guaranteed, unless the nature and extent of the guarantee and how it will be honored are conspicuously disclosed.

'Recreation Journal' Bows

Hoffman Publications, New York, has brought out the *American Recreation Journal*, new official magazine of the American Recreation Society. To be published nine times a year, the magazine has a guarantee of 6,000 and a b&w page rate of $240.

'Good House' to Hickerson

Good Housekeeping, New York, has named J. M. Hickerson Inc., New York, to handle its circulation promotion advertising.

It is no coincidence

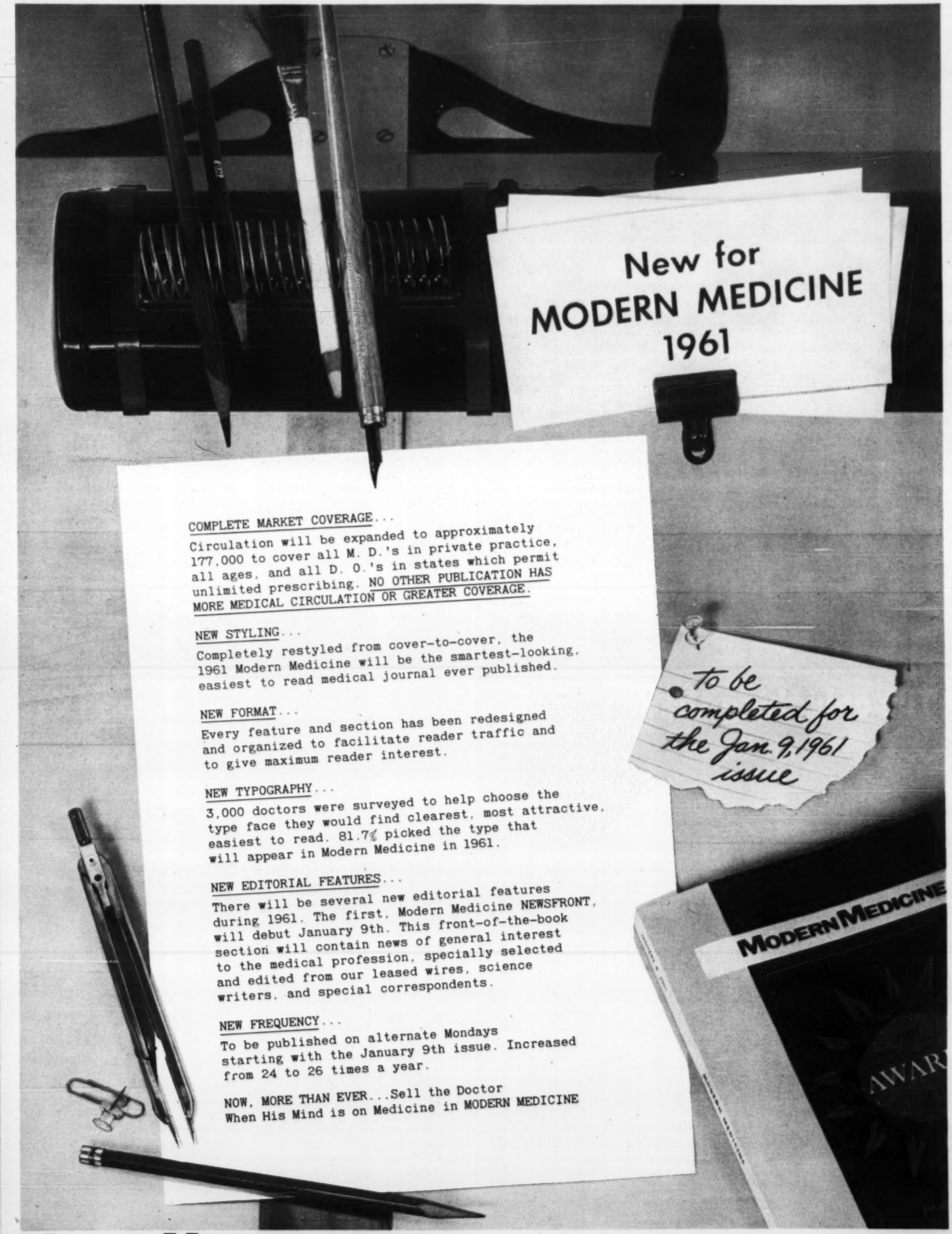
that those who buy our products, have confidence in our service, what we produce, and particularly our recommendations.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?



COMPLETE MARKET COVERAGE...

Circulation will be expanded to approximately 177,000 to cover all M. D.'s in private practice, all ages, and all D. O.'s in states which permit unlimited prescribing. NO OTHER PUBLICATION HAS MORE MEDICAL CIRCULATION OR GREATER COVERAGE.

NEW STYLING...

Completely restyled from cover-to-cover, the 1961 Modern Medicine will be the smartest-looking, easiest to read medical journal ever published.

NEW FORMAT...

Every feature and section has been redesigned and organized to facilitate reader traffic and to give maximum reader interest.

NEW TYPOGRAPHY...

3,000 doctors were surveyed to help choose the type face they would find clearest, most attractive, easiest to read. 81.7% picked the type that will appear in Modern Medicine in 1961.

NEW EDITORIAL FEATURES...

There will be several new editorial features during 1961. The first, Modern Medicine NEWSFRONT, will debut January 9th. This front-of-the-book section will contain news of general interest to the medical profession, specially selected and edited from our leased wires, science writers, and special correspondents.

NEW FREQUENCY...

To be published on alternate Mondays starting with the January 9th issue. Increased from 24 to 26 times a year.

NOW, MORE THAN EVER...Sell the Doctor When His Mind is on Medicine in MODERN MEDICINE

MODERN MEDICINE
84 South 10th Street, Minneapolis 3, Minnesota

NBP

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Medecine Moderne du Canada. In Great Britain: Modern Medicine of Great Britain. In Australia: Modern Medicine of Australia

BPA

The only thing that's grown faster than ABC Nighttime TV is..

ABC Daytime TV If you sell packaged goods to women, you should know these facts about how to reach the most women for every dollar you spend:

ABC DAYTIME TV now delivers over 2 million homes per average minute. 2,035,000 in fact (noon to 4 PM, Mon.–Fri.), according to the Nielsen average national audience figures of August, 1960.

THIS REPRESENTS A GROWTH OF 162% in number of homes and 113% in share of audience in less than two years. (We're measuring against the Nielsen average national audience report of October, 1958, the premiere of ABC-TV Daytime.)

AND WE'RE STILL GROWING! The program schedule that caused all this has been enlarged and improved, with an extra hour of daytime programming added.

That's enough talk about our growth. Now it's time to talk about yours, which may well be influenced by what you can make your advertising dollars do for you. A typical weekly investment of $34,164 on ABC Daytime TV will get you over 23 million different TV homes in four weeks. Included are over 60% of America's young homes and over 60% of America's large families. This works out at an incredibly low cost-per-thousand—between $.91 and $1.20. Let your ABC-TV Salesman give you all the details. He's waiting for the chance. **ABC TELEVISION NETWORK**

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

Ziv-UA Juggles Sales Territories

NEW YORK, Sept. 20—Ziv-United Artists TV Co. has expanded its sales force with the addition of seven account executives and the promotion of Al Shore from account executive to spot sales manager of the south central division, with headquarters in Dallas.

New salesmen with the tv film distributor are Ed Davis, assigned to the Charlotte territory; John March, Cleveland; Carl Kozlik, Denver; John McMinn, Sacramento; John Davies, Seattle; John McMahon, Chicago; and Leonard McKenzie, San Antonio.

Realignments among other account executives include Jack Chambers, from Boston to St. Louis; Lee Jackoway, Florida to Pittsburgh; Ben McReynolds, San Antonio to Tulsa; Ray Watson, Jackson, Miss., to Shreveport; Pierce Smith, St. Louis to Kansas City; and Lou Bernstein, Shreveport to Houston. In addition, Ed Deave was assigned to Florida, Ted Swift to Boston, Howard Christensen to Des Moines and Jim Bonfils to Washington.

■ Ziv-UA further reports that automobile dealers represent the fastest growing category among its advertisers. There are almost 200% more car dealers sponsoring Ziv-UA shows now than three years ago. Automotive, including accessories, accounts for almost 25% of Ziv-UA's current sponsors on some shows, compared with about 8% three years ago. Among Ziv-UA's present auto sponsors are Buick dealers in 13 markets, Ford dealers in 12, Dodge dealers in 12, Studebaker in 10, American Motors in 10 and Chevrolet dealers in eight. #

GETTING OUT THE VOTE—*Bob Harper (left), account supervisor at Hal Phillips & Associates, Los Angeles, consults with California's Governor Brown on the governor's non-partisan "Get Out the Vote" drive. The Phillips agency is also handling national vote campaigns for the Rexall Drug Co. and the Pioneer Savings & Loan Assn.*

New Sound Service Formed

Audio Techniques, a new film and tape sound recording service, has been opened at 247 W. 46th St., New York. Principals of the company are John H. Beaumont, formerly eastern branch manager of the United Stereo Tapes division of Ampex Audio; Lawrence J. Kreeger, previously supervising film editor of Transfilm-Caravel; and Howard M. Lawrence, formerly production supervisor for Robert Lawrence Productions.

Henderson & McNelis Formed

John J. Henderson, formerly a member of the executive committee of Nowland & Co., Greenwich, Conn., has formed Henderson & McNelis, New York market research company, at 520 Fifth Ave. This company formerly went under the name, Marketing & Communications Laboratories.

Selectivity

2 KTVU

ONLY KTVU OFFERS ADVERTISERS SUCH WIDE

Selectivity

IN THE SAN FRANCISCO · OAKLAND MARKET:

PROGRAMS · · KTVU offers an excellent choice of programs of all types... syndicated, local live, sports.

TIMES · · KTVU offers the widest variety of time availabilities in all time classifications, including the prime evening hours.

AUDIENCE · · KTVU offers an audience to match the selling message. Select from family group, adult or children viewing audiences.

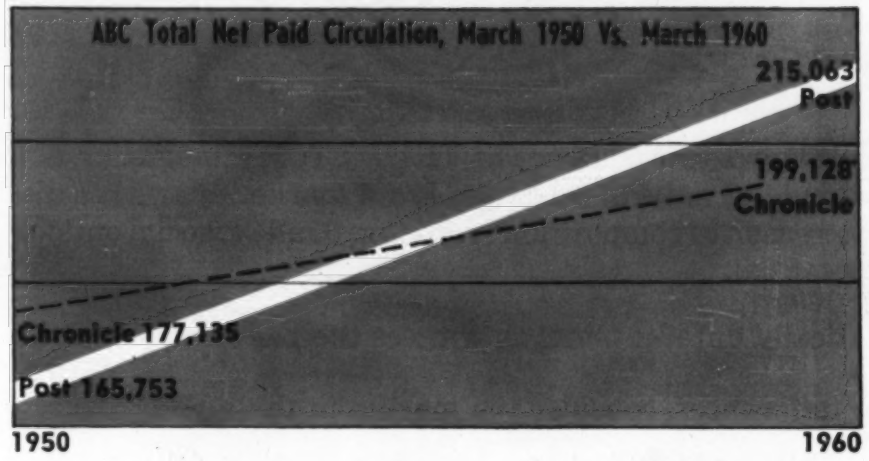
PLANS · · KTVU offers a complete choice of plan rates in all time classifications... minutes, twenties and ID's combine for plan rates.

DISCOUNTS · · KTVU offers San Francisco's greatest choice of discounts, including the only 13 and 26 week discount schedules in prime time.

Contact
H-R TELEVISION, INC.
or
KTVU
channel 2
San Francisco • Oakland

represented by H-R Television, Inc.
AN NAB CODE STATION

A major circulation change has taken place in Houston!



In 1960 The Houston Post leads by 15,935 in total daily circulation

The people of Houston like The Houston Post!

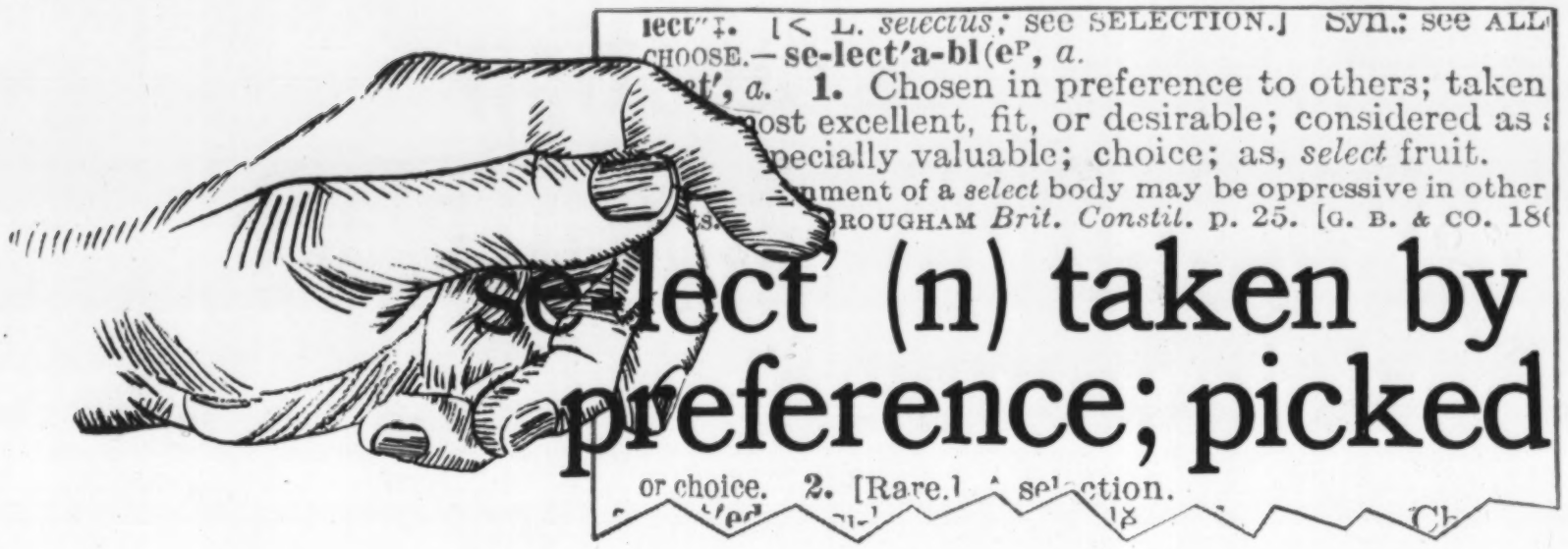
The people of Houston prefer The Houston Post!

And, as an advertiser, you get this bonus of 15,935 daily circulation AT NO EXTRA COST

THE HOUSTON POST

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by Moloney, Regan & Schmitt


lect". [< L. selectus; see SELECTION.] Syn.: see ALL
CHOOSE.—se-lect'a-bl (ē), a.
t', a. 1. Chosen in preference to others; taken
ost excellent, fit, or desirable; considered as
pecially valuable; choice; as, select fruit.
ment of a select body may be oppressive in other
ROUGHAM Brit. Constil. p. 25. [G. B. & CO. 18
or choice. 2. [Rare.] A selection.
Ch
select (n) taken by preference; picked

The vital Wage-Town audience of TRUE STORY magazine is a prime example of natural selection. It's a market apart. It's distinctive by reason of composition . . . background . . . social outlook . . . sales potential.

It's statistically different, too, as witness the page to your right.

For other differences, consider the market in these respects:

AGE

IT'S YOUNG. Its median age is 28.5 years—some 9 to 14 years younger than the readers of Ladies' Home Journal, Life and Reader's Digest.

EDUCATION

HIGH SCHOOL rather than college. Readers leave school earlier, marry sooner than white-collar women.

FAMILY SIZE

LARGER. Between 62 and 88 more persons per 100 households than Ladies' Home Journal, Life and Reader's Digest. More children; more younger children.

FAMILY STRUCTURE

DIFFERENT. While the man is emotionally dominant, it's the woman who has almost sole control over the family budget and spending.

SOCIAL STATUS

"WELL-OFF" WORKING CLASS. TRUE STORY families are Wage-Town families with more "loose money" to spend than other social groups.

Sources:
Starch Consumer Magazine Report 1960;
Social Research, Inc.;
SRDS

Social Research, Inc. concludes one of its most basic depth studies by stating: "...the businessman must understand, and learn how to deal with, the realities of the working class world if he is to do the best possible job of marketing his goods there."

FOR GREATER PROFIT . . . SELL THE WAGE-TOWN MARKET!

SELECT!

TRUE STORY is the preference of Wage-Town America—to the virtual exclusion of "white collar" magazines. In fact . . .

89%

of TRUE STORY's primary households are MISSED BY Reader's Digest!

92%

of TRUE STORY's primary households are MISSED BY Ladies' Home Journal!

90%

of TRUE STORY's primary households are MISSED BY Life magazine!

77%

of TRUE STORY's primary households are MISSED BY ALL THREE of these magazines combined!

YES, THE WAGE-TOWN MARKET IS DIFFERENT . . . IS SELECT. And TRUE STORY is Wage-Town's first choice in magazines. Buy TRUE STORY and you sell Wage-Town.

True Story

205 E. 42nd St., New York, N. Y. 221 N. LaSalle St., Chicago 1, Ill. 444 Market St., San Francisco 11, Calif.

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.

DAVENPORT, IA.

QUAD-CITIES AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Sheraton on Concert Network

Sheraton Corp. of America, Boston, has signed a 52-week contract with the Concert (fm) Network for sponsorship of a nightly 15-minute classical music segment over the network's four owned stations: WNCN, New York; WBCN, Boston; WXCN, Providence; and WHCN, Hartford. The order was placed directly by Sheraton.

Grapefruit Account to McCarty

California Grapefruit Advisory Board and Arizona Grapefruit Program Committee have named McCarty Co., Los Angeles, as the agency to conduct an ad campaign for California-Arizona grapefruit. McCarty Co. was selected from six finalist agencies.

Wright Joins Carling

Richard C. Wright has joined Carling Brewing Co., Cleveland, as administrative assistant to Henry E. Russell, exec vp. Mr. Wright formerly was an associate media director at Batten, Barton, Durstine & Osborn, New York.

THREE-COLOR CAMPAIGN—*Old Taylor 86 bourbon is featured in three-color r.o.p. newspaper ads in an upcoming campaign by National Distillers Corp. Kudner Agency, New York, is handling the advertising.*

National Distillers Uses R.O.P. Color in Taylor 86 Drive

NEW YORK, Sept. 20—National Distillers Corp. this week kicks off the biggest r.o.p. color campaign it has ever produced for Old Taylor 86 bourbon.

Old Taylor, an $898,597 advertiser in newspapers in 1959, passed the 1,000,000-case sales mark last year, and is claimed to be the nation's largest selling premium straight bourbon.

An important user of color in newspaper advertising, Old Taylor 86 is scheduled to appear in 43 newspapers in the 30 top markets.

Two separate ads will be featured, one a special holiday ad featuring the brand's gift decanter. The pilot ad ran in June in Tulsa and New Orleans, mainly to test the three-color process which National Distillers is using in the campaign.

■ National's agency for Old Taylor 86, Kudner Agency, New York, states that the three-color process is an adaptation of the techniques used for years for Sunday color comics reproduction.

Only blacks, reds and yellows are used. The plates are based on line artwork on scratchboard, and colors are added by Ben Day flat color tones. #

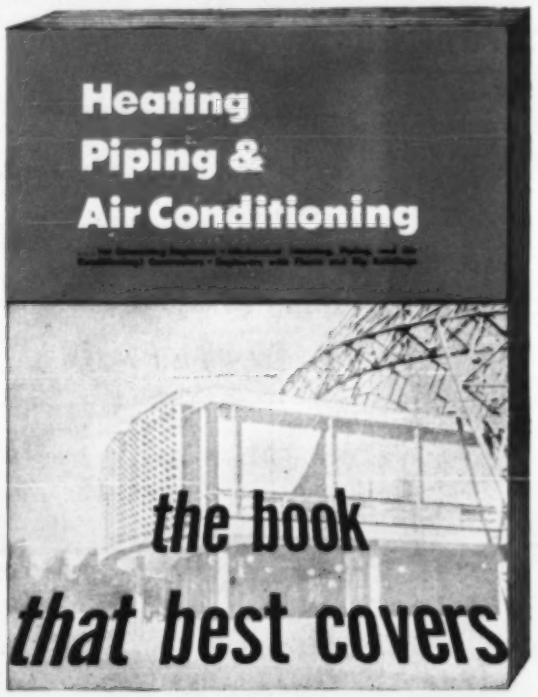
Azrock Promotes Vina-Lux in Push in 7 Magazines

Azrock floor products division of Uvalde Rock Asphalt Co., San Antonio, will promote its Vina-Lux line of vinyl asbestos floor tile during September and October in seven publications. The ads will show room settings with the theme, "You'll love living on Vina-Lux floors." On the media list are *American Home, Better Homes & Gardens, Home Modernizing Guide, House Beautiful, House & Garden, House & Garden's Book of Building, Ladies' Home Journal* and *Living's Guide to Home Planning.*

A merchandising kit for dealers includes a number of displays tying in with National Floorcoverings Fashion Month in October. Dealers who display Azrock's special streamer display and feature Vina-Lux in their stores will win a free gift of a combination pocket knife, nail file and scissors. Glenn Advertising, San Antonio, is the agency.

Sedlow & Temple Moves

Kaiser Sedlow & Temple, New York, advertising and art studio, will move to 654 Madison Ave. Oct. 1.



those who specify and buy in just the industrial-large building field

Why pay for what you don't need? HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named as related specifically to the industrial-large building market.

As a result, its appeal is to each of the purchase-control factors . . . the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and big buildings. **Don't leave important bases untouched.**

Concentrate in HPAC. Capitalize on the fully paid, voluntary circulation it gives you of the decision-makers . . . those who specify and those who buy . . . in your market. KEENEY PUBLISHING Co., 6 N. Michigan, Chicago 2, Illinois.

ABP ABC

431,934,283 MAN HOURS OF LABOR SAY IT!

Michigan is a great place to work

In just one month, May, 1960, Michigan's non-farm labor force earned ONE BILLION, TWO HUNDRED FIFTY-ONE MILLION, SIX HUNDRED EIGHTY-SEVEN THOUSAND, NINE HUNDRED THIRTY-SIX DOLLARS.

This high level of productivity reflects the prosperity Michigan enjoys. Merchants throughout this great state are selling more and more goods and services.

What a climate for your business! The Detroit Free Press invites inquiries about the vigorous business climate of our great industrial state.

The Free Press can help *you* sell more in Michigan, too. It reaches more people than any other daily newspaper, an average of 500,200* families every weekday. Sunday circulation, too, is the highest ever attained by the Free Press—530,221!

What a showcase for your product!

Ask your Story, Brooks and Finley man for the complete Free Press story.

**ABC Publisher's Interim Statement for the three months ending June 30, 1960.*

THE NO. 1 NEWSPAPER IN MICHIGAN

1 newspaper at **1** low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley

The American Weekly announces

A NEW COMPREHENSIVE PROGRAM TO GIVE ADVERTISERS GREATER EFFICIENCY, LOWER COSTS, REGIONAL FLEXIBILITY

New efficiency in penetrating the nation's top markets

Through new efficiencies in newspaper alignment, AMERICAN WEEKLY has moved to minimize a problem confronting all buyers of national media: loss of efficiency through uncontrolled duplication.

As of December 25th, 1960, AMERICAN WEEKLY will discontinue distribution through the following newspapers where a "back-to-back" situation has existed with another syndicated Sunday magazine: Cleveland Plain Dealer, Cincinnati Enquirer, New Orleans Times-Picayune. The AMERICAN WEEKLY's new schedule of lower costs goes into effect Jan. 1, 1961 with the new streamlined circulation.

The AMERICAN WEEKLY concentrates its own great strength in the nation's prime markets at far lower cost. It also serves as the most effective complement when used in combination with national magazines, television, local magazine sections or with another large-city syndicated Sunday magazine.

The AMERICAN WEEKLY's circulation policy is to add markets in the growth areas of the United States where payrolls are concentrated.

New regional flexibility in the fastest-growing areas

On January 1, 1961, AMERICAN WEEKLY makes available to advertisers its giant *Texas Edition*. Circulation 763,923.

Texas—the key to sales dominance in the increasingly important southwest territory—ranks second in growth only to California, among the nation's six most populous states.

AMERICAN WEEKLY's *Texas Edition* puts the sparkling appeal of magazine color and excitement at the disposal of advertisers who seek dominant coverage in that area's controlling markets doing better than 66% of the state's entire metropolitan market business. It provides the largest single print medium in Texas at extremely attractive costs.

The *Texas Edition* may be used with the established *Pacific Coast Edition* to get unparalleled coverage in the dynamic west and southwest marketing area.

In west coast markets where network television program ratings are notoriously low, the *Pacific Coast Edition* gives the extra power of magazine color presented through great newspapers that cover areas doing 63% of the entire retail business in the states of California, Washington and Oregon. Total circulation 1,846,999.

New opportunities to gear advertising to market areas

The AMERICAN WEEKLY's new marketing program includes the widest possible opportunity for advertisers to vary their product or copy appeals to meet sectional needs. In each of the AMERICAN WEEKLY's three plants —New York, Chicago, and Los Angeles—different copy may be run at no extra charge. And for a moderate charge, multiple changes, except size of space, are available in any of the three plants.

New market research and merchandising activities

"Different People... Different Brands" a ground-breaking new study of consumer purchase patterns by socio-economic levels. It gives the food industry its first analysis comparing sales in supermarkets serving white collar families with supermarkets serving industrial families.

"7th Annual Marketing Guide of the Retail Grocery Trade" New and up-to-date, this great marketing tool provides advertisers with vital data on supermarket, chain store, and grocery store sales for each and every county in the U. S.

Thus, the AMERICAN WEEKLY realigns its forces to put in the hands of advertisers the tools they need to meet the marketing challenge that lies ahead. For full details see your AMERICAN WEEKLY representative.

The American Weekly

575 Lexington Avenue, New York 22, New York

Atlanta • Chicago • Detroit • Los Angeles • San Francisco

de Garmo-Boston Bows

A new Boston agency, de Garmo-Boston, has opened offices in the Statler Bldg., Park Square and is headed by John de Garmo, president of de Garmo, New York. Supervising the local operation, designed for promoting New England businesses, will be Patrick E. Costello, formerly with General Electric Co.

Hilton Buys Hilton & Gray

Howard H. Hilton has purchased Hilton & Gray Advertising Agency, Tampa, and has changed the name to Howard H. Hilton Advertising Agency. William Gray, formerly secretary-treasurer of the corporation, has left the agency.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

GE Introduces New Line of Water Coolers

CHICAGO HEIGHTS, ILL., Sept. 21—General Electric is introducing a new line of water coolers, which represent the first functional change in water coolers since the devices were invented, GE says.

The new coolers are shaped like a trapezoid, and come in both floor-and wall-mounted models. Advertising will assert that the space-saving shape permits drinking from either side, as well as the front, to help keep drinkers from blocking aisleways.

■ A special carafe-filler accessory is available for restaurant and cafeteria use. Also available is a hot-water accessory.

GE started promoting the new coolers with a mailing to a select list of architects. The publicity package contained a news release, a combination four-color ad and specification sheet and a tip-on letter.

Advertising will break with four-page ads in the October issues of *Architectural Forum* and *Architecture & Engineering News*. The full-color ad is in the form of a perforated specification sheet that may be torn out for filing.

Other architectural, contractors and user publications will be used later, but the schedule has not been set. The major part of the campaign will run in 1961.

George R. Nelson Inc., Schenectady, N. Y., is the agency. #

COOL COOLER—*This is the first page of a four-page ad that General Electric will run for its new water coolers in October issues of Architectural Forum and Architecture & Engineering News.*

Illinois Water Names Tobias

Illinois Water Treatment Co., Rockford, Ill., has appointed Tobias, O'Neil & Gallay, Chicago, to handle advertising for its consumer products division. The advertiser plans to expand consumer uses of Wantz Kleenstream water conditioners and to introduce several new products.

Berry Joins Dempers

Tom Berry, formerly midwestern advertising manager of Ziff-Davis Publishing Co., has resigned to join P. H. Dempers Associates, Chicago, publishers' representative handling trade publications.

Joseph Horner, 73, Newspaper Exec in Green Bay, Is Dead

GREEN BAY, WIS., Sept. 20—Joseph Horner Jr., 73, vp and general manager of Green Bay Newspaper Co. since 1953, died Sept. 18 from the effects of a skull fracture suffered nine days before in a fall at his home.

A graduate of the University of Michigan, Mr. Horner began his newspaper career in 1912 with the *Daily News*, Saginaw, Mich. He joined Green Bay Newspaper Co., owner of the *Green Bay Press-Gazette* and WJPG, Green Bay radio station, in 1930 as circulation manager.

Mr. Horner was a director of Great Lakes Paper Co. of Canada, and earlier this year he was named a director of Inland Daily Press Assn.

ARTHUR H. PATTERSON

NEW LONDON, CONN., Sept. 20—Arthur H. Patterson, 79, former advertising manager of Fuller Brush Co., died Sept. 15, apparently of a heart attack.

Mr. Patterson was with Fuller Brush about a year and a half, retiring in the fall of 1947. Prior to that, however, he spent 17 years with Manternack Co., Hartford, a former agency on the Fuller account. Previously, Mr. Patterson worked at the Charles W. Hoyt Co., New York.

GIL SAYWARD

FORT LAUDERDALE, FLA., Sept. 20—Gil Sayward, 51, president of his own agency here, died Sept. 17, a week after he underwent a major operation.

Mr. Sayward came to Fort Lauderdale in 1937 and opened his own agency, Gil Sayward Associates in 1946. Prior to entering the agency field, Mr. Sayward headed up the *Miami Herald's* Broward bureau.

He was a past regional governor of the National Federation of Advertising Agencies. #

Stone Joins 'Tennessee'

Harry Stone, who for 23 years was general manager of WSM, Nashville radio station, has been named advertising manager of *Tennessee Magazine*, publication of Tennessee Rural Electric Cooperative Assn.

You buy
Action
in the
Chattanooga Daily Times

In this Tri-State area, covering 40 key counties of Tennessee, Georgia and Alabama, people take readily to new ideas. When industry came to the Tennessee Valley, there opened for them a new way of life filled with increased appetites and more needs.

Take boating, for instance. A shining link in the shimmering chain of man-made TVA lakes is nearby Chickamauga. Last year, Tri-Staters docked an estimated $2.2 million worth of luxury boats on its shores. And some 35,000 smaller craft, transported by trailers, were regularly put into its waters.

These are active people. They *do* more. They *need* more. And they can afford to *buy* more. Within the past five years alone, Chattanoogans have increased their net effective buying income by nearly 40 per cent, raising their city's rank, among all U.S. cities, 20 places higher!

Here's a growing, consuming community where people with real buying power rely on the Times to serve their marketing, cultural and news requirements. Your advertising in it can serve them, too.

FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION

Chattanooga Daily Times

Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.

Time of the Reflex....

Arthur Rothstein catches that moment between the will and the performance that makes or breaks ball players. Perhaps, the saddest sight in major league baseball is the spectacle of an aging star willing but unable to connect in the old style.

Good reflex is a gift of youth. Boys are naturally endowed with it. They don't give it a second thought. It's the kind of confidence you always find in those who have a big future ahead of them.

Astronomical figures today describe the size of the boy market and the kind of money boys have, to spend on what they want. Almost everyone knows that, or has a good idea of it. Another indisputable fact is that there are more boy readers 10 years old, 11 years old, 12 years old, 13 years old, 14 years old, 15 years old, and 16 years old in BOYS' LIFE than in any other youth publication.*

BOYS' LIFE is the book to buy to reach boys. In Detroit, Chevrolet, Ford, General Motors and Chrysler advertise regularly.

BOYS' LIFE
over 2,000,000 net paid
published for all boys by the Boy Scouts of America

**The new Gilbert Comparison Study of Seven Magazines tells all in detail. Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, New York, for your copy.*

Sell the Nation's 3rd Fastest Growing Through One of America's Great

Lowry Titan Sites Rushed

HERE'S "TITAN CITY" PROJECT

Bulldozer compacts layer of soil as job of covering one of Titan missile launching sites southeast of Denver starts. Earth 30 to 60 feet deep will cover all these launching complexes when job is complete. Dome in picture is one of control centers. Tower is entrance to network of tunnels, will have an elevator inside.

The Voice of the Rocky Mountain Empire

★★★★ THE DENVER POST EMPIRE EDITION

Denver, Colo.—Climate Capital of the World 5 Cents, 54 Pages

Vol. 69, No. 4

Big Westland Center Opens In Jefferson

Westland Center, newest Denver area shopping center, was open for business Tuesday in Lakewood, at 10405 W. Colfax Ave.

The $8.5 million Westland, constructed by May Realty Co. of Los Angeles, Calif., opened its doors and its 4,000-car parking lot with a day-long celebration Monday.

Thousands of persons crowded the 44-acre site for the celebration and the formal opening shortly before noon Monday of the three-floor May-D&F Department Store, nucleus of the center.

A huge red ribbon was cut by Morton J. May II, 9, and Anna May 12, children of Morton D. May, president of May Co., to signal the opening of the center.

The celebration started at 11 a.m. with a parade led by the "Blue Knights," a Junior American Legion drum and bugle corps, the Westernaire Precisionettes. The parade preceded a stagecoach loaded with dignitaries to the speakers stand in front of the new May-D&F store.

The officials included May; David Touff, Colorado general manager for May-D&F; Lincoln H. Griece, May Co. executive vice president, and David May II, executive vice president in charge of the May Realty Co.

U. S. Sen. Gordon Allott (R) of Colorado who also arrived aboard the stagecoach, gave the dedication speech.

The day-long celebration included performances by mountain posses, trick riders and ropers, strolling singers and a show wagon feature by Magic Mountain entertainers. It closed with a fireworks display shortly after 9 p.m.

Other tenants of the center include S. S. Kresge, Lerner Shops, Dave Cook Sporting Goods, Empire Savings and Loan Assn., Safeway Stores, Fontius Shoe Co., Baker's Shoes, Mill End Shops and Thom McAn.

Equipment Installing Under Way

Titan underground launcher construction at the Lowry bombing range east of Denver has passed from the heavy construction stage into the installation and checkout phase of development.

This means that, for the next six months, construction men will be disappearing from the mammoth diggings and a small army of highly specialized equipment installers and electronics experts will be taking their places.

Monday, the most advanced of the Titan complexes—designated Site 1A—officially entered the installation and check out phase.

Air Force officials say the other five sites will make the transition at about one-month intervals.

In January the entire Lowry project will be out of the heavy construction phase. The next real milestone will come when the first of the complexes is declared operational (ready to fire missiles) probably in 1962.

Out of Sight

Site 1A is rapidly disappearing from view.

As the 160-foot-deep missile silos, connecting tunnels and domelike control and power structures are completed at the bottom of the huge excavation, earth-moving machines and compaction equipment are burying them beneath a cushion of earth varying from 30 to 60 feet thick.

Ultimately the rolling grassland at the range will be restored to its original state except for concrete trapdoors and vents scattered here and there.

But beneath will be an underground city designed to absorb a brutal enemy assault and live to retaliate against targets half a globe away.

MILL LEVY STABLE

Tax Valuation Up $25 Million

Denver's total assessed valuation of property, on which taxes collected next year will be based, has gained $25 million during the past year, Frank Southworth, manager of revenue, said Wednesday.

Total valuation as certified by Southworth to the state tax commission is $1,123,224,560 compared with $1,098,188,720 a year ago.

Based on present mill levies, the new assessed valuation would produce the following increases in tax income: $523,249 to the city, $799,644 to the public schools, and $60,086 to the state, for a total of $1,382,979.

Southworth said personal property valuate (property used for income purposes—businesses and rental residential units) increased $7,070,410; annexation increased valuations by $260,000; land revaluation resulted in a drop of $1,150,830; new construction added $24,431,000; a regular five-year review of property valuation was responsible for a $2,702,420 drop, and depreciation for a $5,968,610 drop.

Valuation of public utilities increased $3,296,290.

Neusteter Branch Set To Open

The $2 million Neusteters' branch store in the Cherry Creek Shopping Center will open for business on Aug. 29.

Finishing touches are under way in the five-level store and stock is being moved in preparation for the official opening.

An exterior of pre-fabricated white quartz with accents of black granite features the crisply modern addition to Cherry Creek.

The new Neusteters, under construction since late in 1958, is located at E. 1st Ave. and Milwaukee St., east of the Sears-Roebuck and Redding-Miller buildings.

Adjacent to the store is a

TRADE SURVEY

Export Business In State Increases To $100 Million

Export business of Colorado firms has moved up into the $100 million a year area, the Colorado export trade survey being carried out by the office of Gov. Steve McNichols indicates.

Dr. Joe Wilkinson, in charge of the survey, said one of its most impressive discoveries is that many more Colorado firms are engaged in foreign trade than previous data indicated.

Wilkinson, administrative assistant to the governor, said a number of smaller firms report export business of from $5,000 to $25,000 a year. These were not listed previously in Commerce Dept. compilations of exporters.

An immediate aim of the survey is to compile a directory of Colorado exporters and their products for distribution throughout the world.

Data of equal importance will strongly indicate that estimates of the state's export business will have to be revised sharply upward. The latest estimate of the World Trade Club of Denver was $60 million for 1959.

Of 174 firms which so far have replied to questionnaire sent out by Wilkinson, 115 have indicated they are now exporters.

Export Rate

Storage Project Fund Set

Senate-House conferees have agreed on appropriations totaling $61 million for units of the Upper Colorado River Storage Project.

The public works appropriations bill, approved by conferees carries:

For the Curecanti Unit, $1.4 million; Flaming Gorge Unit, Utah-Wyoming, $12 million; Glen Canyon Unit, Arizona-Utah, $23,535,000; Navajo Unit, Colorado-New Mexico, $11,776,000; power transmission, $5,318,000.

Central Utah Project, Vernal Unit, Utah, $2,189,000; Florida Project, Colorado, $750,000; Hammond Project, New Mexico, Colorado, $303,000; Seedskadee Project, Wyoming, $2 million; Smith Fork Project, Colorado, $1½ million; advanced planning, $938,000.

President Eisenhower had budgeted $64.9 million for the

Village Planned Near Dam

A housing development was opened Saturday near Cherry Creek reservoir, 20 minutes fromr downtown Denver via the Valley Highway.

The subdivision will be called Cherry Creek Village. In it will

Mortgage Loans Up By 2.1 Pct.

New mortgage loans totaling $40,228,957 were made in the Denver metropolitan area during July—an increase of 2.1 pct. over June.

The figures were released Wednesday by Lloyd Hughes, president of Record Abstract & Title Insurance Co., who said they reflected a continuing surge of brisk real estate activity in the four county area of Denver, Adams, Arapahoe and Jefferson.

Adams County was the leader in percentage gain in dollar value. Loans in July amounted to $8,259,583, an increase of 53.8 pct. over June figures of $5,369,380. The number of loans increased 5.4 pct. from 515 in June to 543 in July.

Jefferson County was the

Denver Hilton Lauded for Style Of Architecture

Architectural Forum Magazine says in its August issue that the new Denver Hilton Hotel "stands out as the greatest design since the opulence of the 1930's" in hotel architecture.

"Its big, richly patterned tower and elegant public rooms add a welcome note of character to the list of slick conveniences being built into more and more U.S. hotels," the magazine says in an article entitled "Grand Hotel—1960 Style."

The article says the "spacious grandeur" of the Denver Hilton is reflected in its price tag — $24 million.

Area Jobs Increase By 4,300 in July

A total of 318,200 persons were

tion employment rose by 1,200

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Daily	256,175
Sunday	337,654
Empire Magazine and Comics	360,009

A. B. C. Publisher's Statement March 31, 1960

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

Chain STORE Sales

August

	August 1960	August 1959	% Gain or Loss	8 Months 1960	8 Months 1959	% Gain or Loss
FOOD CHAINS						
Grand Union	$ 44,409,267	$ 44,358,866	+ 0.1	$ 293,026,416	$ 307,655,656	— 4.8
Jewel Tea	35,133,608	34,354,511	+ 2.3	286,472,867	280,156,650	+ 2.3
National Tea	63,683,963	62,767,050	+ 1.5	578,523,304	564,949,156	+ 2.4
[e]Safeway	190,276,912	181,553,207	+ 4.8	1,690,126,466	1,607,523,720	+ 5.1
Group Total	$ 333,503,750	$ 323,033,634	+ 3.2	$2,848,149,053	$2,760,285,182	+ 3.2
MAIL ORDER						
[e]Aldens	11,657,780	9,434,086	+23.6	65,205,457	55,765,911	+16.9
[e]Sears, Roebuck	380,065,686	366,324,361	+ 3.8	2,396,177,962	2,319,153,524	+ 3.3
Spiegel	20,142,724	15,219,901	+32.3	135,586,195	120,568,673	+12.5
[e]Ward, Montgomery	113,658,815	113,333,961	+ 0.3	680,966,414	660,310,526	+ 3.1
Group Total	$ 525,525,005	$ 504,312,309	+ 4.2	$3,277,936,028	$3,155,798,634	+ 3.9
DRUG CHAINS						
Peoples	7,303,119	6,958,798	+ 4.9	59,046,765	53,854,356	+ 9.6
Walgreen	26,336,161	24,815,355	+ 6.1	200,078,328	183,166,627	+ 9.2
Group Total	$ 33,639,280	$ 31,774,153	+ 5.9	$ 259,125,093	$ 237,020,983	+ 9.3
VARIETY & MISCELLANEOUS						
[e]American Stores	67,939,156	64,976,070	+ 4.5	363,664,926	342,977,238	+ 6.0
[f]Beck Shoe	3,2..5,702	3,270,018	+ 0.5	37,193,682	36,134,351	+ 2.9
[e]Bond Stores	4,696,836	4,503,001	+ 4.3			
Butler Bros.	21,216,402	19,208,013	+10.5	132,350,697	119,765,180	+10.5
[e]Diana Stores	3,974,132	4,264,689	— 6.8			
Edison Bros.	9,960,258	8,861,620	+12.4	82,144,737	75,447,098	+ 8.9
Fishman, M. H.	1,746,963	1,313,561	+33.0	10,833,355	8,913,962	+21.5
[b]Franklin Stores	4,129,440	4,314,035	— 4.3	7,363,883	7,704,194	— 4.4
Gamble-Skogmo Stores	13,273,043	13,941,014	— 4.8	92,622,796	93,059,185	— 0.5
Grant, W. T.	40,549,146	37,240,640	+ 8.9	289,908,146	265,001,443	+ 9.4
[e]Grayson-Robinson Stores	5,514,433	5,413,196	+ 1.9			
[e]Green, H. L.	10,355,627	10,731,513	— 3.5	68,124,613	69,987,992	— 2.7
[e]Hartfield Stores	2,634,875	2,304,769	+14.3	14,242,533	12,893,966	+10.4
Howard Stores	2,235,377	1,299,510	+72.0	24,325,316	15,054,738	+61.5
[e]Interstate Dept. Stores	7,321,007	7,526,717	— 2.7	49,113,342	44,562,658	+10.2
Kinney, G. R.	7,214,000	6,766,000	+ 6.6	54,010,000	48,286,000	+11.9
Kresge, S. S.	32,318,842	30,751,218	+ 5.1	240,709,200	231,039,495	+ 4.2
Kress, S. H.	11,399,844	11,569,506	— 1.5	84,470,887	88,788,454	— 4.9
Lane Bryant Inc.	6,043,341	5,616,021	+ 7.6	51,239,503	48,981,012	+ 4.6
[e]Lerner Stores	14,682,813	13,774,326	+ 6.6	104,167,026	99,206,961	+ 5.0
[e]Mangel Stores	4,471,362	3,998,153	+11.8	29,530,983	26,178,717	+12.8
McCrory-McLellan Stores	14,082,850	14,276,633	— 1.4	99,029,712	102,870,678	— 3.7
Melville Shoe	10,025,400	9,372,361	+ 7.0	95,350,379	85,214,546	+11.9
[e]Mercantile Stores	13,591,000	12,764,000	+ 6.5	85,501,000	83,158,000	+ 2.8
[e]Miller-Wohl Co.	3,395,714	3,375,832	+ 0.6			
Murphy, G. C.	19,440,335	19,136,240	+ 1.4	142,900,338	136,153,831	+ 5.0
Neisner Bros.	5,714,965	5,310,269	+ 7.6	43,117,833	39,803,211	+ 8.3
Newberry, J. J.	22,727,160	20,025,802	+13.5	151,115,612	144,406.44[g]	+ 4.6
[e]Penney, J. C	132,747,802	125,424,001	+ 5.8	742,061,580	724,730.576	+ 2.4
[d]Sterchi Bros.	1,555,002	1,750,196	—11.1	8,759,056	9,317,401	— 6.0
Western Auto	25,780,000	24,874,000	+ 3.6	180,984,000	178,507,000	+ 1.4
White Stores	4,800.218	5,002.247	— 4.0	35,870.707	34,022.260	+ 5.4
†Woolworth, F. W.	81,377,011	76,475.697	+ 6.4	611,772,106	563,635.179	+ 8.5
Group Total	$ 610,200,056	$ 579,430,868	+ 5.3	$3,932,477,948	$3,735,801,774	+ 5.3
Combined Total	$1,502,868,091	$1,438,550,964	+ 4.5	$10,317,688,122	$9,888,906,573	+ 4.3

[e]1 Month. [b]2 Months. [c]5 Months. [d]6 Months. [e]7 Months. [f]9 Months. †Figures shown include sales of German and Mexican subsidiaries for first time.

Test Gummed Response Coupon

The Doubleday One Dollar Book Club is testing a self-gummed response coupon in a page and a half ad in the October *Redbook*. The half-page is a gummed insert on which are reproduced the covers of 30 books. Each cover is about the size of a postage stamp and is set off by perforated lines. The reader can tear off his choice of covers and paste them on the reply coupon. The coupon in turn can be pasted on a postcard. The coupon will be tested on a split-run basis. Every other copy of the magazine will carry the conventional order card. David Altman Advertising, New York, is the agency.

Intermountain Names Rich

Wally Rich, formerly with KYSN, Intermountain Network's station in Colorado Springs, has been appointed an account executive in Intermountain's Denver office.

The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

NATA Names Chairmen for Four Committees

The National Assn. of Transport Advertising, New York, has named the following committee chairmen: Display standardization: E. B. Sorensen, partner of Fielder, Sorensen & Davis, San Francisco; promotion: Joseph E. Wellman, president of Transportation Advertising Co., Detroit; research: C. H. Murphy, president of Chicago Car Advertising Co., Chicago; and validation: Harrison Davis, partner of Fielder, Sorensen & Davis.

McGlasson Joins Rosenbloom

John J. McGlasson has joined the Chicago office of Irving J. Rosenbloom & Associates as associate account executive. He formerly was with Robert Haas Advertising.

Nalle to 'Field & Stream'

Alfred S. Nalle Jr., formerly with Harper-Atlantic Sales Inc., has joined the New York sales staff of *Field & Stream*.

The Malt is the Witch!

That's how a Highlander says, "The malt makes the difference." Scottish barley malt, as unique to Scotland as scotch itself, is considered by many the ingredient that imparts the "character" to every scotch whisky made and bottled in the Highlands.

But all scotches are not all Scottish! Some "modern" scotches are bottled elsewhere than Scotland and with other than Scottish water! Thus, missing is the fine Scottish hand of an artisan distiller at the critical bottling stage; missing is the distinctive Scottish water that has coursed through the heather, the mountain glens and finally a mystic Highland burn.

For assurance that the scotch you select is Scottish through and through, look for a label such as this one found on the back of every bottle of ROBERTSON'S YELLOW LABEL SCOTCH.

We at Robertson's are proud of our scotch tradition. For over 130 years ROBERTSON'S YELLOW LABEL SCOTCH has been made according to the very same methods and formula established by John Robertson, in 1827. Since then, nothing has changed but the increasing favor ROBERTSON'S YELLOW LABEL SCOTCH has found far beyond its Highland origins. Select your scotch tastefully.

ROBERTSON'S YELLOW LABEL SCOTCH

IMPORTED IN THE BOTTLE FROM SCOTLAND.

BEWITCHING COPY—*Kobrand Corp., New York, is kicking off a new campaign for Robertson's Yellow Label scotch with heathery prose praising the mountain glens and mystic highland burn.*

Kobrand Ads for Robertson's Scotch Aim at Trend Setters

NEW YORK, Sept. 20—Kobrand Corp., exclusive U. S. distributor of Robertson's Yellow Label scotch, is kicking off a new ad campaign this week by adding the "communications media" to its list.

Besides half-page b&w ads to run in *Cue, New Yorker, Saturday Evening Post*, a schedule already is running in a number of business publications.

Local media in New York, Detroit, Chicago, Milwaukee and Los Angeles will also be used.

Using a new copy concept, Kobrand is aiming to reach the trend setters, the business-gift group, and the people who "entertain on a certain level."

■ Copy is being developed under headlines such as "The Malt is the witch!" In this instance, the ad explains that this Highland language means that the malt makes the difference.

Kobrand is also U. S. distributor for Beefeater gin. Hicks & Greist, New York, is the agency. #

Frohlich Adds Lee, Notes Consumer Marketing Interest

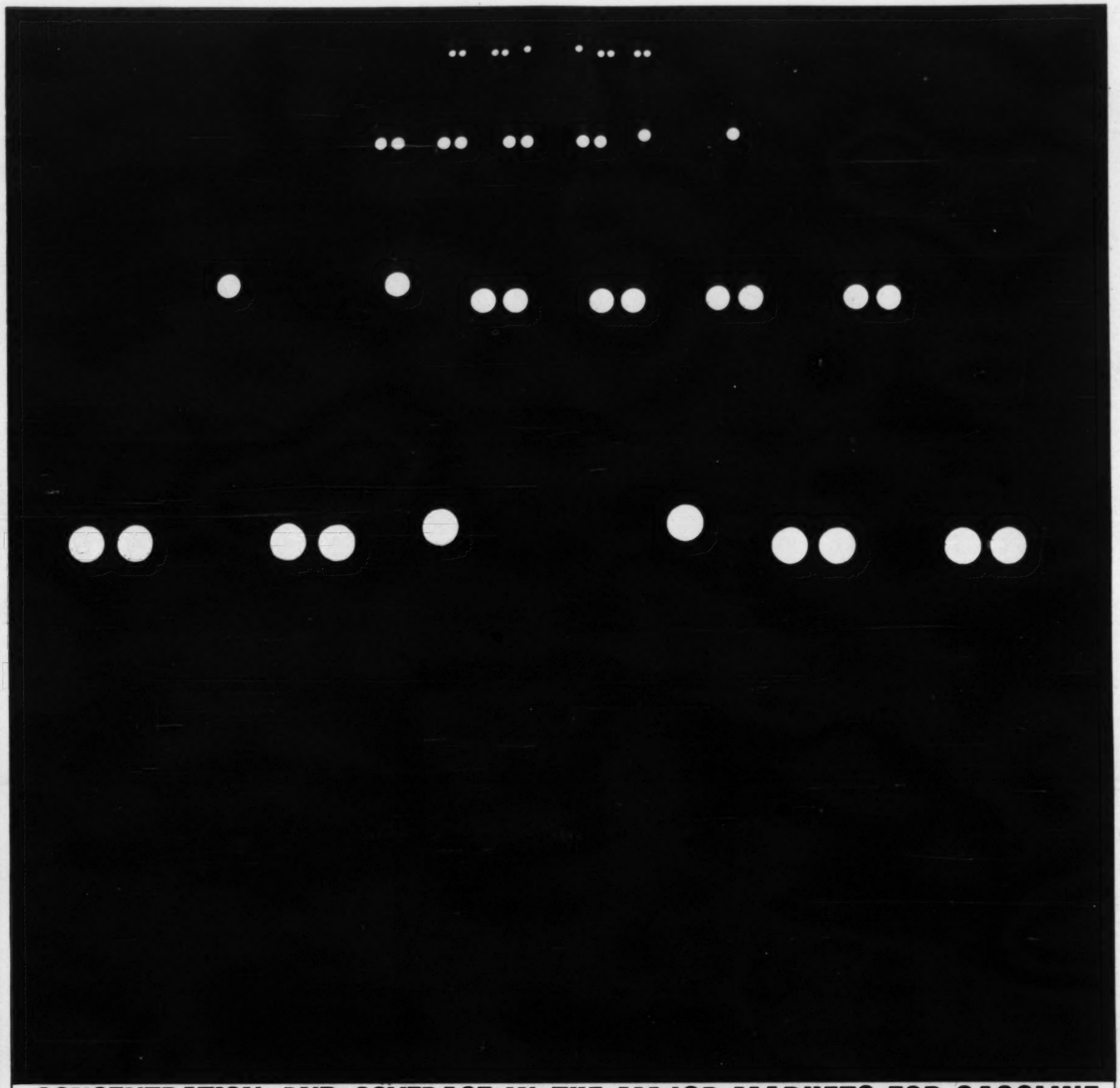
Bernard D. Lee, formerly account supervisor of Wesley Associates on the fine chemicals division of Shulton Inc., has joined L. W. Frohlich & Co., New York, as a marketing executive with responsibilities in the consumer drug and toiletries fields. The agency is mainly an ethical drug shop, but L. W. Frohlich, president, said Mr. Lee's appointment "indicates a broadening of our agency structure to provide complete advertising and marketing services for our clients with consumer products."

The agency has been handling consumer advertising for such clients as Johnson & Johnson and Helena Rubenstein Inc.

Imperial Brass Names Butler

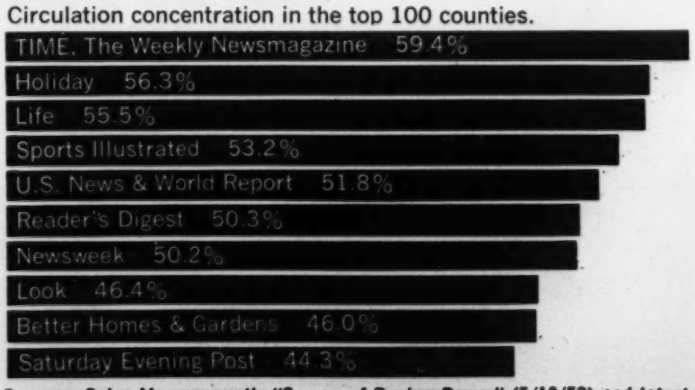
Martin J. Butler Jr. has been named manager of marketing services of Imperial Brass Mfg. Co., Niles, Ill., succeeding E. F. Todd, who has retired after more than 20 years with Imperial. Mr. Butler has been advertising and sales promotion manager of Diversey Corp., Chicago, for the past seven years.

BY
THE
NUMBERS
These are the numbers that really count: advertisers who invest in the sales ability of a radio station.
On the left is a list of advertisers using WDAF RADIO when the new sound from Signal Hill started two years ago. On the right are the current accounts.
We think this growth is a result of our radio-to-be-listened-to policy . . . programming that delivers active listeners to our advertisers.
REPRESENTED BY HENRY I. CHRISTAL CO., INC.
WDAF 610 RADIO • SIGNAL HILL
KANSAS CITY, MISSOURI
A TRANSCONTINENT STATION
FIRST FEDERAL SAVINGS
FIRESTONE TIRES
FOUR CAFETERIA
GLAMORENE
GOETZ
INDEPENDENCE POLICE BENEFIT
INTERSTATE FEDERAL
JOHNSON FURNACE
K.C.-ELECTRIC ASSOC.
K.C.-FORD DEALERS
K.C.-BOAT SHOW
K.C.ATHLETICS
KATZ
K.C.POLICE CIRCUS
KELLEY WILLIAMS
KERR GLASS
KIPLINGER WASHINGTON



CONCENTRATION AND COVERAGE IN THE MAJOR MARKETS FOR GASOLINE

GASOLINE RETAIL SALES
Circulation concentration in the top 100 counties.



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publisher's reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Less than 4% of America's 3,070 counties account for more than 43% of all retail gasoline sales. **In that powerful 4%, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Here, too, as in every other important market, TIME gives you concentration and coverage—and that means advertising efficiency.

THAT'S

TIME

G.E.M. Ads Seek to Enroll More Government Folk in Retail Operation

Washington Discount 'Club' Opens 2nd Unit, Sees 3 More by Next May

WASHINGTON, Sept. 21—G.E.M. Inc., the closed-door department store, is "on the move" here, with a second big store opening next month and two others on the way.

Open only to government employes, G.E.M.'s store in suburban Alexandria reportedly has a volume of more than $10,000,000 in its first year of operation. The three additional stores which will be coming into operation by next May are expected to make G.E.M. the third largest department store operation in the Washington-Baltimore area, with sales possibly reaching $45,000,000 a year.

G.E.M. (Government Employes' Mart) is a department store version of the old discount buying club.

The right to enroll in G.E.M. is confined to the 250,000 active or retired government employes (federal, state or local) in the area, and to active or retired career military people. Each pays $3 for the privilege of enrolling and $1 for an annual renewal.

■ Membership reportedly totals 50,000 after a year of operation in the Alexandria store. G.E.M. promises to return the $3 to dissatisfied enrollees, but there have been only a handful.

While the enrollees are largely unaware of it, G.E.M. is a leased department operation. It has 28 different departments, most of them in the hands of business men who have made their mark with their own stores in the Washington metropolitan area.

G.E.M. has its own small management staff policing the operation. It accepts responsibility for everything sold in the store and enforces a generous money-back policy on anything the customer wants to return.

Although it is a "closed door" operation, G.E.M. uses newspapers to promote "enrollment." On the recommendation of Kal, Ehrlich & Merrick, which has handled the account since last December, it runs one newspaper page weekly, alternating between the *Washington Post & Times-Herald* and the *Washington Star*. Ads point up the advantages available to those who are eligible and urging them to come in and obtain a visitor's pass.

■ With the opening of its second store in Prince George's County, in Maryland, G.E.M. will break a promotional drive Oct. 5 that is reportedly budgeted at $60,000. All three newspapers—the *Post*, *Star* and *Washington Daily News*—will be used. G.E.M. will also use radio spots for the first time. A special 16-page brochure—a tour of G.E.M.—will be mailed to eligibles not now enrolled.

G.E.M. tries to make the most of "snob appeal"—the fact that only qualified individuals are eligible to shop there. It never advertises price in its newspaper ads, and it has no special sales. G.E.M.'s merchandising plan is based on the promise that its regular prices are always as low as the special prices available elsewhere.

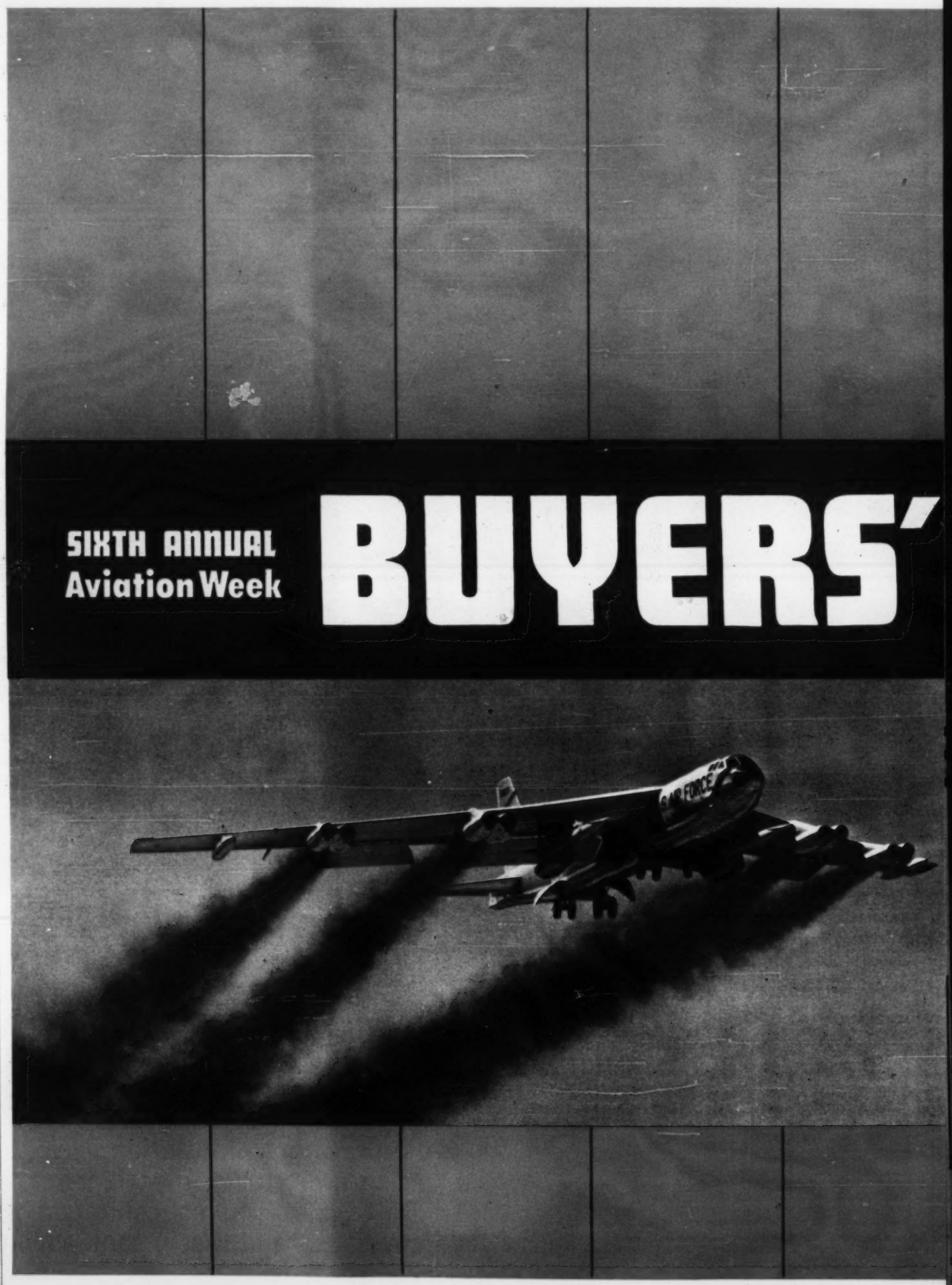
A recent G.E.M. ad was rejected by the *Washington Post & Times Herald* because it carried the streamer "he'll probably never shop in a *regular* store again." The newspaper wrote the agency that it has a policy against accepting ads "directly slanted against another retailer in Washington."

■ Except for its newspaper advertising, G.E.M.'s advertising budget goes almost entirely into a monthly house organ which is sent to enrollees. The "Journal," produced by Kal, Ehrlich, runs 24 to 40 pages or more, according to season. It contains news of G.E.M. activities, as well as plugs for various "headliner" items available at various G.E.M. departments.

"Although we have the same prices day in and day out, people apparently can't break the habit of rushing out to buy as soon as the ads come in," says Leonard Oxenberg, account executive on the G.E.M. account. Figures show that the Monday after the "Journal" is mailed is regularly the biggest sales day.

Space in the "Journal" is allocated according to the volume produced by each department. Men's, women's and children's clothing departments, which are big producers, get a proportionately large amount of space.

■ The newspaper ads, the "Journal" and the operation of the store are all keyed to the goal of creating a feeling that G.E.M. is a nice place to shop, and that G.E.M.'s staff consists of "nice people to deal with." As part of the effort



OVER 1,200 OFFERS

of franchising opportunities published since 1953 in the only recognized reporting service. Write for free "Franchise Profit Letter." Discover America's newest free enterprise frontier.

NATIONAL FRANCHISE REPORTS, Dept. AA 528 333 N. Michigan, Chicago 1

to build a "club" feeling, G.E.M. has committees from its list of enrollees to develop "activities." One committee, under the chairmanship of the District of Columbia superintendent of schools has set up a scholarship program, and G.E.M. has awarded several scholarships.

Symbolic of the "exclusivity" of G.E.M. is the routine which enrollees go through when they shop. At a reception desk each shows a membership card. The receptionist presses a buzzer to open the door and let them in. When they buy, the clerk asks to see the enrollment card before a sale is made. Eligibles who scout G.E.M. are issued visitors cards. But they can't buy until they pay the enrollment fee and become members.

■ G.E.M. has all the departments of a regular department store. In addition, its Alexandria store has a 16-pump filling station, the largest in the area. It has a 112,000 sq. ft. paved parking lot, with space for 2,500 cars.

G.E.M. is a semi-self-service operation and stresses the savings that accrue from holding down overhead. However it arranges delivery and has time and revolving credit for those who want to use it.

■ G.E.M. is patterned on a formula of closed door operations which has been spreading throughout the country. At least 32 similar operations are known to G.E.M.'s management, and G.E.M. has worked out reciprocity privileges with some of them, so that its enrollees may shop while away from home.

Some "closed door" operations encompass utilities and other large private employers as well as government groups. Despite its rapid expansion G.E.M. insists it has no plans for "opening" its rolls to other groups. G.E.M.'s next opening, after Prince Georges County, will be on the Rockville Pike, in Montgomery County, Md., later this year; its fourth store is to be in Baltimore, with the opening planned for next May. #

DEROGATORY—*This is the G.E.M. ad which was refused by the Washington Post & Times-Herald.*

Storer Sells WWVA, Wheeling

Storer Broadcasting Co., Miami Beach, has signed an agreement with a group headed by Ira Herbert for the sale of Storer's station WWVA, Wheeling, W. Va., subject to the usual FCC approval. The sale is being made to pave the way for Storer's acquisition of WINS, New York. Storer now owns seven radio stations, the maximum allowed by the FCC, so it must divest itself of one property before buying WINS. Other members of the group headed by Mr. Herbert are Emil Mogul, president of Mogul Williams & Saylor, and Milton Biow, former agency head.

Andersen Joins EWRR

Howard O. Andersen has been appointed a senior account executive in the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. He will be executive on the Carnation evaporated milk account. Mr. Andersen formerly was a vp and account supervisor of Ted Bates & Co., New York. Thomas E. Barnett, formerly head of EWRR's Sao Paulo office, has been shifted to New York as assistant vp of the agency's international department.

Creative Research Formed

A new research company, Creative Research Services, has been formed in New York at 220 Fifth Ave. by William Ash and Bertram Gold, two former project directors of Marplan, research affiliate of McCann-Erickson.

Post Joins Douglas Turner

George F. Post, formerly an art director with Riedl & Freede, has joined Douglas Turner Inc., Newark, as art director.

THE ONLY COMPLETE BUYERS' GUIDE SERVING THE ENTIRE AEROSPACE INDUSTRY

THE STANDARD PURCHASING REFERENCE OF THE AEROSPACE MARKET

MAJOR PRODUCT CATEGORIES INCLUDE:
AIRCRAFT • AVIONICS
SPACE VEHICLES & MISSILES
SUPPORT EQUIPMENT & ACTIVITIES
AIRPORT & AIRLINE EQUIPMENT

GUIDE ISSUE

AVIATION WEEK's Annual Buyers' Guide is one source for buying information in all segments of the dynamic aerospace industry. It's on the engineer's desk...at his fingertips...readily accessible...with needed information.

The new 1961, 6th Annual edition, now in preparation, is more complete and essential than ever before, containing expanded listings on new products and companies in new areas of the total market.

It will contain over 50,000 manufacturers' product listings in 1,800 product categories. In addition to being quick and easy to use, the BUYERS' GUIDE includes complete listings of government procurement agencies telling: Where to go; Who to see; What they buy.

BUYERS' GUIDE usage was demonstrated in a survey conducted eight months after publication of the 1958 edition.

71% of respondents still had their copy
60% of this group referred to it at least once a month

This means your advertising is available to the purchaser or specifier at the moment buying information is needed. Its constant reference value and year long life offers multiple exposure of your advertising.

Advertisers' product listings are bold faced and include a reference to the page number of their advertising. In addition to an alphabetical advertisers' index, there is a "product" advertisers' index. To supply you with key industry sales leads the BUYERS' GUIDE contains Reader Service cards.

If you sell to the aerospace industry, your advertising message belongs in the BUYERS' GUIDE—as well as your company's product listings.

PUBLISHING DATE: Mid-December

CLOSING DATE: November 15, 1960

a
ABC PAID CIRCULATION 78,983

A McGraw-Hill Publication
330 West 42nd Street, New York 36, N. Y.

Aviation Week and Space Technology

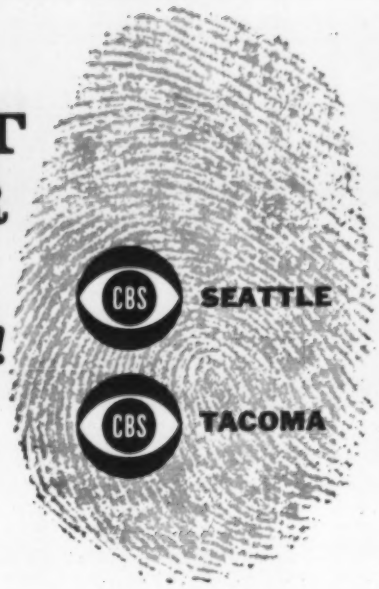
ABP ABC

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

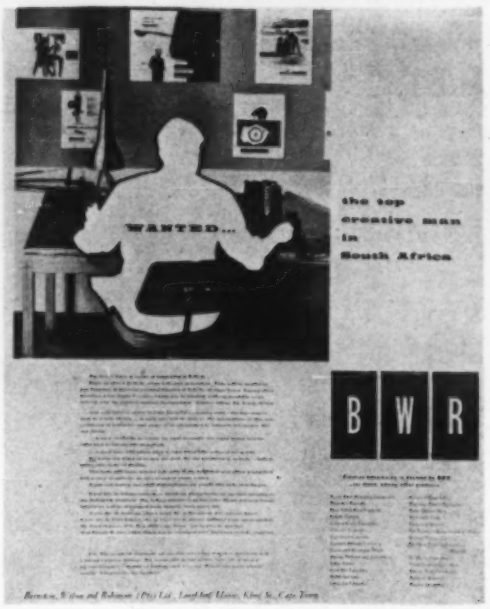
PUT YOUR FINGER HERE!



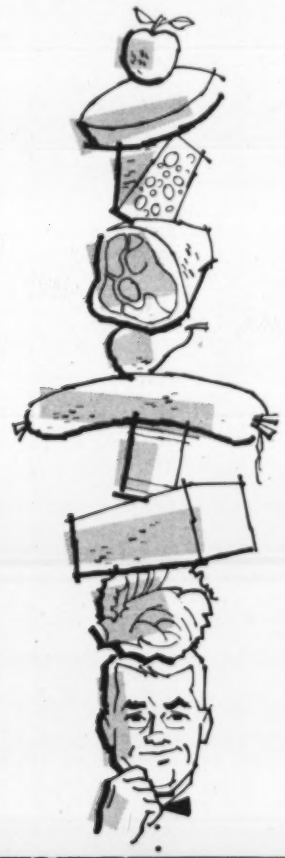
HERE'S A MARKET BIGGER THAN INDIANAPOLIS, ST. PAUL, AND COLUMBUS COMBINED

The market served by KTNT-TV in the Puget Sound area is larger than the combined populations of Indianapolis, St. Paul and Columbus. So it's apparent here's a market not to be ignored. And the station with wide listener acceptance in this rich area is KTNT-TV, a CBS affiliate. Learn from your WEED TELEVISION man the full details about this lively station....talk with him before you buy another dollar's worth of time in the Pacific Northwest!

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area



WANT AD—*Bernstein, Wilson & Robinson, Cape Town, took this full page in the Johannesburg Sunday Times to announce a vacancy for "the top creative man in South Africa." The ad also served to announce the opening of a London office for the agency early in 1961.*



food for thought about SAGINAW, MICHIGAN

The expanding operations of Progressive Grocery Company, the aggressive food wholesale organization, are further evidence that Saginaw is a going-growing metropolis. The sweeping agriculture, booming industry, tourist trade, and the world's largest supply of fresh water contribute to the balance, stability and prosperity of this market.

FIRST LOAD OF MEAT at the new 17,000 square foot I.G.A. meat, frozen foods, and dairy products warehouse in Saginaw to serve I.G.A. stores in more than half of Michigan's lower peninsula.

From this new 90,000 square foot warehouse in the Saginaw Valley, Progressive Grocery Company serves I.G.A. stores in the same vast area of Michigan's lower peninsula.

"The daily newspaper is the total selling medium"

THE SAGINAW NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Seven Rules for Yule Business Gifts Are Listed by 'AR'

CHICAGO, Sept. 20—Seven rules to follow in the successful buying and giving of business Christmas gifts are listed in an article, "Buying Business Christmas," in the October issue of *Advertising Requirements*.

Following are the seven guides as suggested by Robert B. Konikow, managing editor of *AR*:

- Keep your gifts of modest value in relation to the importance of each recipient as an employe, prospect or customer. Extravagant gifts smack of bribery.
- Choose your gifts individually, considering the tastes of each group of recipients, or, preferably, of each individual recipient.
- Choose only high quality gifts that are useful, durable and dependable.
- Personalize each gift, if possible, with the recipient's name or initials.
- Package each gift attractively and securely.
- Accompany each package with a personal note, greeting card or at least a special gift label.
- Deliver each gift with a flair, if possible—personally or by special messenger—and perferably to each recipient's home, rather than to his office.

■ The advertising specialty distributor is the best single source for executive or business gifts, the article said. Other valuable leads on gifts may be obtained from business publications such as *AR* and various business and premium shows.

Food and liquor are listed as the most popular Christmas business presents. The author suggests, however, that in the giving of liquor as a gift, you find out the type and brand, if possible, preferred by the recipient.

Other popular gifts, according to the article, are glassware, matched sets of desktop accessories, personal jewelry, kitchenware, cutlery and leather-bound volumes of great books. #

Ashe & Engelmore Adds Three

Jeanette Maternity, Minneapolis, and its affiliated company, Prelude Maternity, have appointed Ashe & Engelmore Advertising, New York, to handle advertising. The previous agency of record is Fischbein Advertising. Finger, Rabiner & Jon Tow, New York, manufacturer of Bardley coats and suits, has also moved the account to Ashe & Engelmore. Irving Serwer Advertising previously had the account.

14 OF THE MOST POWERFUL SELLING WORDS EVER WRITTEN

(You can read them on this seal)

REPLACEMENT OR REFUND OF MONEY

Guaranteed by Good Housekeeping

IF NOT AS ADVERTISED THEREIN

A HEARST MAGAZINE

This Guaranty Seal on a product means: (1) The product is good; (2) Claims for the product have been substantiated; (3) Good Housekeeping Magazine puts *its* money behind the product.

It influences the buying decisions of 40,930,000* women because . . .

Nothing Persuades and sells Like the Truth

*Crossley, S-B Surveys

Collins to Wunderman, Ricotta

Thomas L. Collins, formerly creative director of Schwab, Beatty & Porter and advertising manager of Simon & Schuster, has joined Wunderman, Ricotta & Kline, New York, as copy chief. Morton S. Sirota, formerly secretary and comptroller of Sterling Advertising Agency, has joined Wunderman, Ricotta as comptroller and personnel manager.

Propellex Names Exner

Louis A. Exner, assistant sales director of the Propellex division of Chromalloy Corp., Edwardsville, Ill., has been named director of contracts. In his new post, he will direct the division's customer relations and advertising. The division manufactures solid rocket propellants, nitrated chemicals, commercial blasting agents, and explosively formed metal parts.

Havens, Williams Join K&E

Joe Havens, formerly an art director at Batten, Barton, Durstine & Osborn, has joined Kenyon & Eckhardt, Boston, as art director.

Frank J. Williams, formerly an assistant marketing director of Cunningham & Walsh, has joined K&E, Boston, as account executive on the H. P. Hood & Sons account.

Chittick Adds McCloskey

McCloskey Varnish Co., Philadelphia, manufacturer of Man-O-War Spar, Lumber Life, Tungseal, Heirloom and other finishes, has appointed Walter S. Chittick Co., Philadelphia, to handle advertising. The account was formerly handled by Gray & Rogers.

Not all, but almost all allergic patients respond to the basic antihistamine

Pyribenzamine for fast relief of allergic episodes

Among these 5 cases, for example...

Miss J. W. responds to Pyribenzamine.

Miss W. has had hay fever for 20 years. Condition is most severe in August – mucous membrane becomes congested, nose blocked. Therapy: One Pyribenzamine Tablet t.i.d. during allergic episodes. Physician reports condition markedly improved – no side effects.

Mrs. D. E. responds to Pyribenzamine.

Mrs. E.'s physician prescribed Pyribenzamine Lontabs after unsuccessful attempts to control her allergic rhinitis with other long-acting antihistamines. Her persistent attacks of sneezing, tearing and nasal congestion "just about disappeared" as a result of Pyribenzamine therapy.

Mr. D. L. responds to Pyribenzamine.

Symptoms typical of seasonal allergic rhinitis persisted in Mr. D. L. despite treatment with an antihistamine-decongestant spray and an oral antihistamine. Desensitization was initiated; only moderate relief resulted. When one Pyribenzamine® Lontab® b.i.d. was prescribed, Mr. L. "did very well and was completely comfortable."

Miss T. E. does not respond to Pyribenzamine.

Miss E.'s allergic symptoms include nasal congestion, itching of eyes, and skin irritation throughout the year. Hay fever occurs in August and September. Physician reports Pyribenzamine not effective; patient now taking diphenhydramine hydrochloride.

Mrs. B. R. responds to Pyribenzamine.

Rose fever and hay fever plague Mrs. R. during May, June, and August. Physician reports therapy with Pyribenzamine "extremely successful." Mrs. R. states that after taking the drug "everything is fine in about 20 minutes."

Photos used with the permission of patients.

CIBA Complete information sent on request.

PYRIBENZAMINE® hydrochloride (tripelennamine hydrochloride CIBA) LONTABS® (long-acting tablets CIBA)

EXCEPTION PROVES THE RULE—*Ciba's new Pyribenzamine campaign uses case histories showing the doctor that the drug doesn't always work. The campaign was created in the Ciba advertising department.*

It's a great year for promises!

Some, of course, will be kept. Others? Well, some say it's a gamble . . . BUT, no matter what the year, in any program, any cause, or in any individual transaction, reputation and performance record are sound and reliable grounds for confidence in "delivery as promised" . . . There's reason to believe that this fact is why so large a number of nationally respected advertisers continue as ROGERS' customers year after year—some for a third of a century.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

United Artists Adds 3

United Artists Associated, New York, tv film distributor, has appointed three new account executives. Fred Watkins, previously general manager of KTHS, Little Rock, Ark., and Frank LeBeau, formerly with United Artists TV (now Ziv-United Artists TV) and Associated Artists Productions, have joined United Artists Associated's Dallas office. Paul Weiss, formerly with Columbia Pictures, has been appointed to the Chicago office.

R. Hoe to Palmer, Codella

R. Hoe & Co., New York, has switched its $75,000 ad and sales promotion account from Kenyon & Baker, Newark, to Palmer, Codella & Associates, New York.

Traffic World

is the weekly newsmagazine of transportation management* in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

Allergy Drug Helps 'Almost Everyone': Ciba

SUMMIT, N. J., Sept. 20—Showing what it believes to be "notable" reticence, Ciba Pharmaceutical Products has launched a campaign for its antihistamine, Pyribenzamine, in which it concedes that the drug is not effective in *every* case of allergy.

The "not all, but almost all" campaign is running in "Medical News," Ciba's bi-weekly newspaper for physicians. The theme will also be used in a sampling program.

Case histories of allergy sufferers are being featured in the ads. In the first ad, five case studies are used. Four of the patients responded to Pyribenzamine; one did not.

In the one that did not, Ciba even points out that the patient was switched to a competing product: "Physician reports Pyribenzamine not effective; patient now taking diphenhydramine hydrochloride." This is the chemical composition of Benadryl, a Parke, Davis & Co. drug.

■ The new campaign was created by Dick Stevens, creative manager of Ciba's advertising department. Ciba has been producing an increasing portion of its advertising internally. Mr. Stevens now has seven writers working under him, and there is a four-man art department.

In May, 1958, Ciba split its pharmaceutical advertising among three agencies—William Douglas McAdams Inc. (which formerly handled the entire account), Sudler & Hennessey (which produces *Medical News*) and Doherty, Clifford, Steers & Shenfield. Doherty, Clifford has since been dropped from the roster. #

Film Company Formed

Scudder Boyd and Gene Searchinger have formed a new company, Pendulum Productions, 45 W. 45th St., New York, for the production of documentary and industrial films. Mr. Boyd has been an independent film producer. Mr. Searchinger has worked as a writer-director in television and motion pictures. Charles L. Mathewson, previously a partner in McKee Productions, has been named sales manager of the new company.

Council Formed for WBAL

Baltimore Gov. J. Millard Tawes and other notables have agreed to serve as members of a community advisory council which has been formed to provide WBAL (am-fm-tv) "with a continually current picture of the community's needs and interests." The council is to meet several times a year, according to WBAL.

N.Y. Ad Librarians Elect

Mary Margaret Regan, reference librarian at Young & Rubicam, has been elected chairman of the New York advertising group of the Special Librarians Assn. Doris B. Katz, market research librarian for National Broadcasting Co., has been named vice-chairman, and Eleanor M. Aliesky, librarian, of C. J. LaRoche & Co., secretary-treasurer.

Pennsylvania Life Names Stern

Pennsylvania Life Insurance Co., Chicago, has named Stern, Walters & Simmons, Chicago, as its agency. The company formerly was a direct advertiser.

In Connecticut

NEW LONDON Households BUY THE MOST!

Again — New London ranks *first* in retail sales per average household among all Connecticut cities of 25,000 or more population. The average: a nice big $7707.*

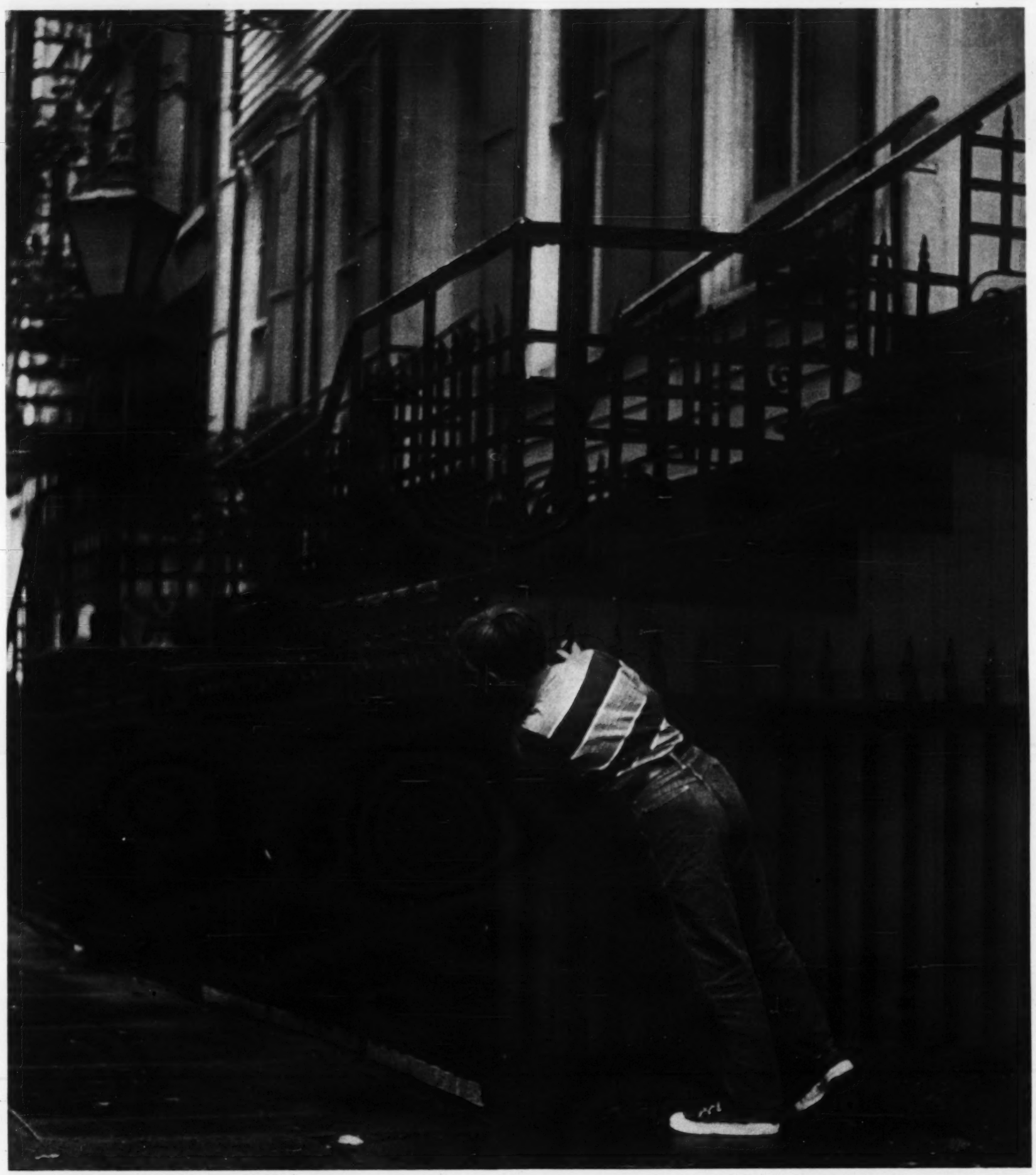
You'll sell most where they buy most. And The Day, New London's only local daily, gives you 98% city zone coverage.

* SM '60 Survey

The Day

NEW LONDON, CONNECTICUT

National Representatives: JOHNSON, KENT, GAVIN & SINDING, INC.



THE NEW KID ON THE BLOCK

He couldn't understand why it ended so fast—his first meeting with the other kids on the block. He said "Hi." But they wouldn't have any of it. It isn't as though he didn't try to make friends. He did. It's just that he was the new kid—entering a whole new world of procedures, prejudices and personalities he didn't yet understand. And after all—isn't that one of the surest ways in the world to get left all alone? It happens to new products...as well as to new kids. And it's one of the best reasons we can think of for practicing The Personal Approach—listening to people...talking to people...learning all about them as individuals...and making what's important to them important to you! Isn't that how you make friends? And in the final analysis, isn't it how you make sales, too?

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Farms Are 'Fewer, Larger, Richer,' Says Wildrick Study

NEW YORK, Sept. 20—Farmers are the nation's biggest buyers from the oil industry; they use more than 27 billion kilowatt hours of electricity annually; they invest nearly $5 billion a year in new buildings, equipment and machinery; they spend more than $9 billion annually for seed, stock, feed and fertilizer; and they use enough rubber each year to put tires on 6,000,000 autos.

These facts are part of new farm market study by Wildrick & Miller. It is titled, "Now . . . 10 Years Later . . . Still Fewer, Larger, Richer."

According to the study, which is available on request from the agency here, "farmers have become big buyers—great consumers as well as lavish producers. They invest 70% of their $37 billion annual gross on-farm income in materials and services for further production."

■ While 1,000,000 farms disappeared between 1930 and 1950, the report says, "there are still about 4,000,000 farms, 50% of them pulsing with life and turning out more of the food and fiber for Americans and the world than ever before in history." About 600,000 farms produce 60% of all the food, feed and fiber we produce; 2,000,000 farms produce 90%.

In addition, the farm family "buys some $16 billion worth of consumer goods and services like food, clothing, furniture, insurance, appliances, medical care and so on each year." #

Increase your sales

Central-city retailers are losing pre-sold customers for your brands to suburban shopping centers. Yet, you can increase your central-city sales with effective (customer-oriented) advertising in EBONY Magazine.

in central-city!

In a typical city, a 40% Negro population accounted for 63.4% of the purchases of certain toiletries. In another market, with a 53.1% Negro population, these central-city consumers accounted for approximately 67% of total purchases of prestige products.

EBONY gives your products far more effective local impact among these vital central-city replacement customers than any other visual medium.

Send for your copy "You Can Increase Your Sales In Central-City."

EBONY
"Your Central-City Magazine"
NEW YORK
CHICAGO
LOS ANGELES

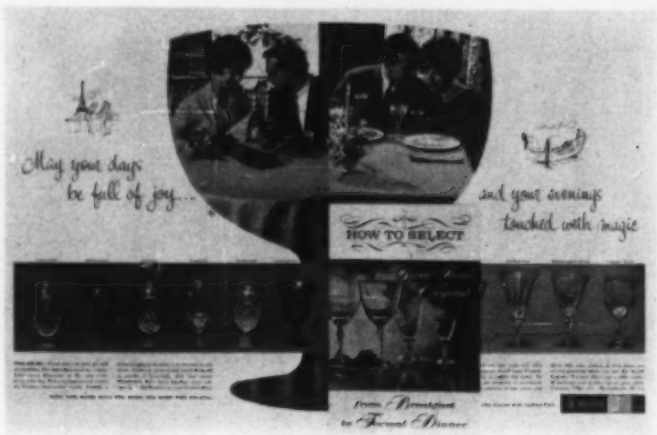
Brunswick Unit Names Lewis; Appoints Young Ad Head

Brunswick boats division of Brunswick Corp., Little Falls, Minn., has named Pidgeon Savage Lewis as its agency. The division recently purchased Lawson Boat Works.

Sumner Young, former account executive at Lewis on the Larson Boat account, has joined the Brunswick division as advertising manager.

Dow Boosts Harry Barrow

Harry W. Barrow, plastic advertising supervisor of Dow chemical Co., Midland, Mich., has been named ad manager for the textile fibers department. He succeeds Thomas A. Shem, who has joined Allied Advertising, Cleveland.



SPECTACULAR—*Fuller & Smith & Ross, Cleveland, which prepared this color spread for Fostoria Glass Co., Moundsville, W. Va., calls it a spectacular. With the spread will be an eight-page b&w booklet insert, "How to Select Your Table Crystal from Breakfast to Formal Dinner." The ad will appear in the winter issue of Bride's Magazine.*

Drop York Name on Heating Line, Court Orders Borg-Warner

CHICAGO, Sept. 20—Judge Michael L. Igoe last week ordered Borg-Warner Corp. to stop using the name "York" for its furnaces and heating products and to pay $2,280,000 in damages to York-Shipley Inc., York, Pa., manufacturer of residential and industrial heating equipment.

In the order handed down in U. S. district court, Judge Igoe also ruled that Borg-Warner is to turn over profits from the sale of its York furnace and heating products. Attorneys for Borg-Warner said they would appeal the decision.

Borg-Warner originally filed a trademark infringement suit on behalf of its York division against York-Shipley, but a countersuit by York-Shipley was upheld by the court.

■ York-Shipley maintained that it had been using the York name on its products since 1922. It contended that although Borg-Warner had used the York name on other products, it did not use it on heating units until several years ago. Borg-Warner claimed it has used the York trademark since before 1900. #

Waldman Joins Tatham-Laird

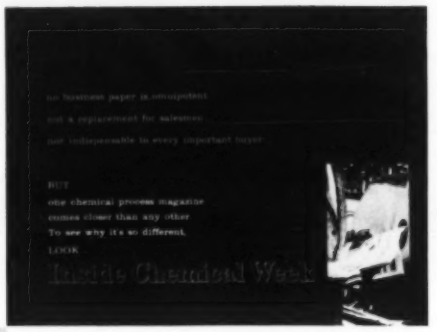
Evelyn Waldman has joined Tatham-Laird, Chicago, as senior marketing research analyst. She formerly was marketing account executive of Edward H. Weiss & Co., New York.

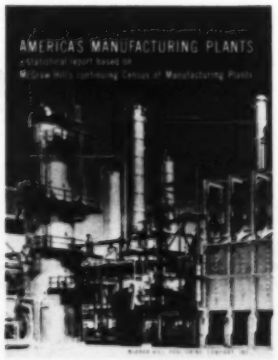
BIG NEWS from BIG "D"...

The exciting new Dallas Times Herald Sunday Magazine Starts October 2

After all, one out of every nine Texans lives in metropolitan DALLAS. Come October 2, in DALLAS, more people will read SUNDAY than any other magazine. Tops in circulation. Economical full-color. Fills that "gap" in Sunday gravure coverage in the Southwest. End of argument!

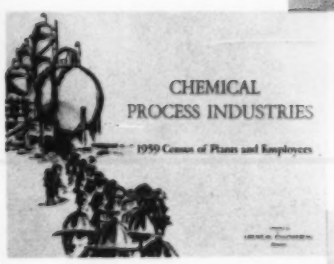
Member Metropolitan Sunday Newspapers, Inc.
Represented nationally by
The Branham Company

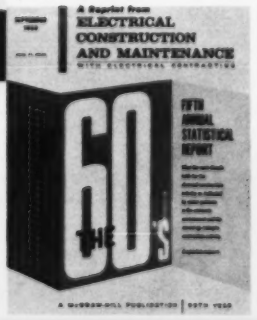

no business paper is omnipotent
not a replacement for salesmen
not indispensable to every important buyer
BUT
one chemical process magazine
comes closer than any other
To see why it's so different,
LOOK
Inside Chemical Week



1961 BUSINESS and INDUSTRIAL MARKETING GUIDE

McGRAW-HILL PUBLISHING COMPANY, INC.



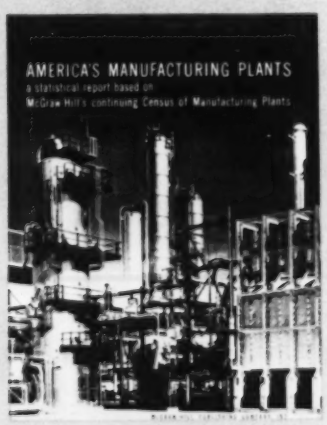


To help advertisers and their agencies

To help advertisers and their agencies in planning for 1961, the following pages highlight recent marketing data that has been compiled by various McGraw-Hill publications. The market studies, surveys, folders and booklets shown here are only a small part of the marketing information available to you – the result of our annual investment of over $800,000 in research and market studies.

If you would like to have any of this material, or need any other specific data, please contact your McGraw-Hill representative.

For Sales Planning and Evaluation...


AMERICA'S MANUFACTURING PLANTS
a statistical report based on
McGraw-Hill's continuing Census of Manufacturing Plants

A New McGraw-Hill Statistical Report on America's Manufacturing Plants by

PRODUCT...LOCATION...NUMBER OF EMPLOYEES

Here, for the first time, is a detailed industry-by-industry analysis that includes both primary *and secondary* manufacturers of products. This 118-page report is based on McGraw-Hill's exclusive Census of Manufacturing* that provides individual identification and verification of manufacturing plants by employee size group and products manufactured. This analysis accounts for manufacturing plants responsible for more than 89% of the total U. S. output.

America's Manufacturing Plants contains information obtained by direct contact with the companies involved during a two-year period ending in July, 1959.

If you sell to business and industry, you will find this workbook an invaluable sales tool and marketing guide. Separate sections cover (1) market breakdown by SIC for 437 industries, (2) markets by states, (3) markets by county and (4) a 50 x 37 wall map of the U. S. concentration of manufacturing plants. In each section, plants are classified by numbers of employees.

The statistical data was compiled by McGraw-Hill to assist industrial marketers in sales planning and evaluation. It can be applied to single products or a full line, regional or national distribution, and to solving numerous problems such as market potential or territorial coverage.

The book and wall map are available only through your McGraw-Hill representative. To help defray a portion of the preparation expense, a price of $25 has been established.

---

*The McGraw-Hill Census of Manufacturing is today's largest private study of American industry. It keeps McGraw-Hill publications in tune with their markets; alert to growth, change and diversification; enables concentration of circulation in the most effective areas.

CONTENTS.....

Primary Markets and Areas Served by McGraw-Hill Publications

Aerospace Industry
Appliance-Radio-TV
Business Management
Chemical Process Industries
Coal Mining
Control Systems
Educational
Electric Utilities
Electrical Construction
Electrical Wholesaling
Electronics
Energy Systems
Engineering and Construction
Fleet Transportation
Industrial Distribution
Industrial Purchasing
Metalworking Management
Metallic and Nonmetallic Mining
Nucleonics
Office Equipment
Overseas Business
Petroleum
Petroleum Distribution
Plant Management
Product Design
Textiles
West Coast
Architectural and Electrical Industries

AEROSPACE INDUSTRY

The Aerospace Industry is one total market...

AIRCRAFT · MISSILES · SPACE VEHICLES ·
AVIONICS · GROUND SUPPORT EQUIPMENT

A $12 billion market comprised of one vast complex of manufacturers, government and military organizations integrating their specialized design and production talents and spurred by galloping technologies.

AVIATION WEEK meets the industry's demanding information needs by:

- covering the entire industry including manned aircraft, space vehicles, rockets, missiles, power plants, avionics, materials, components, business flying and air transport
- employing a 32-man full-time editorial staff of graduate engineers and aerospace specialists
- publishing on a weekly frequency

Marketing Aids for Advertising and Marketing Executives

"AVIATION WEEK REPORTS ON THE MARKET IT SERVES"
Annual industry market study covering in detail the six major market areas:

Space Technology & Missiles
Military
Avionics
Air Transport
Business Flying & Helicopters
Foreign

"Aviation Week Market Letter"
Monthly newsletter based on aerospace industry marketing and production statistics including contract awards and financial briefs.

"European Marketing"
European Marketing Department to assist American manufacturers in European marketing problems.

TO OBTAIN COPIES OF THE AEROSPACE INDUSTRY STUDY, MARKET LETTER OR FOR SPECIALIZED MARKETING INFORMATION CONTACT YOUR AVIATION WEEK DISTRICT MANAGER.

ABC ABP

Aviation Week and **Space Technology**

A McGRAW-HILL PUBLICATION

BUSINESS MANAGEMENT

A Baker's Half-dozen Marketing Aids from Business Week's *File-Full-of-Facts*

The seven reports described here provide up-to-date, helpful material for measuring management markets and media. Chances are there are several that you will want to refer to when making decisions in the next few months.

Simply address a letter or post card to Research Department, Business Week, 330 W. 42nd Street, New York 36. Mention this advertisement, and tell us the key numbers of the reports you want.

1. Product & Reputation — Teamed for Profit

A new 52-page booklet, presenting the roles of product advertising and corporate advertising in selling to management. Among the subjects discussed are: the teamwork of product and corporate advertising; management buying influence; management advertising readership and action; 25 jobs for corporate ("reputation") advertising.

2. County Map — the 180 Leading Business Markets

The nation's 180 leading business and industrial areas, spotted on a 22"x34", three-color, county map of the U. S. Details of manufacturing employment and retail sales are given, along with BUSINESS WEEK's circulation in each area. The 180 areas account for 75% of manufacturing employment, 72% of retail sales, 83% of BUSINESS WEEK's U.S. circulation.

3. Top Starch-Rated One-Page Advertisements, 1959

Reproductions of the one-page black-and-white and four-color advertisements that achieved the highest Starch ratings in each of the 52 "Starched" issues of BUSINESS WEEK in 1959. A useful guide to basic techniques that bring high readership to any advertisement within the limits of fundamental product interest.

4. Buying Influence, Self-Analyzed

This Crossley, S-D Surveys, Inc. study traces the buying influences involved in 212 specific industrial purchases. Participants in each purchase rated their own influence and the influence of the others involved.

5. The Concentrated Market for Corporate Stocks

An important objective of many corporate advertisers is to attract investors. This research piece presents data from the New York Stock Exchange and the Bureau of Internal Revenue demonstrating the concentration of stock buying power, both institutional and individual. Dividends by income class are shown, indicating that 80% of dividends reported by taxpayers are reported by 3% of them in the higher income brackets.

6. Your Six-Times-Average Market for Distilled Spirits

This booklet reports on research by Clark Gavin Associates — liquor industry marketing authorities — on expenditures for alcoholic beverages by executives. The study was made among a cross-section of BUSINESS WEEK subscribers. It reveals that the average executive spends six times the national family average for distilled spirits. (Does not include company purchases.)

7. A Study of the Buyers of 10 High and Medium-Priced Automobiles

This report covers a study by R. L. Polk Company and Crossley, S-D Surveys among 8,500 purchasers of the following automobiles: Buick, Cadillac, Chrysler, Continental, Imperial, Jaguar, Lincoln, Mercedes-Benz, Oldsmobile, Rolls-Royce. The car owners are analyzed by occupation, income level, magazine reading habits and other characteristics.

BUSINESS WEEK

A McGRAW-HILL PUBLICATION

You advertise in Business Week when you want to influence management men

In the nation's biggest growth market...

Chemical Engineering *can help you plan for more sales*

CHEMICAL PROCESS INDUSTRIES

Authoritative, specific help for sellers of all products used in chemical processing plants. Aid ranges from general data, to specialized market research reports, to individual counseling.

Blueprint for Selling...

...a 6-chapter work-file, tells you if your product is used in the Chemical Process Industries; how big the market is; where to find it; who the buyers are; how to develop selling and advertising plans to sell them. Puts years of CPI sales experience in your hands.

Chemical Process Industries — 1959 Census of Plants and Employees...

...a 136-page booklet, details distribution of CPI plants and employees by 4-digit SIC codes. Data grouped by plant size and industry into state and metropolitan area groupings. This is the foundation of modern CPI selling efforts.

CPI Marketing Map...

...a handy and handsome three-ft.-wide, two-ft.-high wall map showing every county in the U.S. Major metropolitan areas are set off in color. Summary tables from CE's CPI Census make it extra-helpful. This is another exclusive market-planning aid.

Index to Market and Media Research Reports...

...lists some 300 reports giving specialized market and product studies; data on CPI expenditures, buying patterns, magazine preferences, manufacturer recognition, etc. Products covered range from chemicals to computers used in the CPI.

JUST PUBLISHED

County Breakdown Supplement...

...makes CHEMICAL ENGINEERING's Census of the CPI now even more valuable by listing for each state the counties that contain three or more CPI plants. With this 36-page booklet (available only from CE) laying out sales territories and setting sales quotas are much easier.

Marketing Counseling...

...individually tailored for you. If you're as serious about your CPI-sales future as we are, get in touch with your nearest CE representative and set a marketing conference with him at your earliest convenience. In his able hands, CE's market data is even more helpful.

A McGRAW-HILL PUBLICATION

Chemical Engineering

Who Buys?... What?... How Much?

Where Are Your Products Used in the Chemical Process Industries?

Want to sell more to industry's fastest-moving market? Let CHEMICAL WEEK help... by evaluating effectiveness of buying influences, determining applications, measuring potentials, locating customers... *by providing specific marketing data for your kind of product!* All these, and many more selling aids are yours for the asking...

29 CHEMICAL MANUFACTURERS SURVEY
105-page buying influence and magazine preference study. Based on response from 1,482 buyers in 29 major CPI companies.

101 EQUIPMENT MAKERS STUDY
How equipment is sold to the CPI... survey reports response from 1,400 salesmen handling 125 product lines.

ENGINEERING AND CONSTRUCTION
Outside consultants in CPI plants... how they're used ...CPI plans and policies on services offered... new plants vs. modernization.

PLANT SITES
Geographical preferences for new plants... factors affecting choice... shifts in location – future plans... site selection influences.

WHAT SELLS MORE EQUIPMENT HERE?
16-page report, based on three major research studies, points up relative importance of buying influences for equipment used in the process industries.

"MONDAY TO FRIDAY"
Regular monthly service for manufacturers and advertising agencies... CPI economics, markets, distribution, sales problems and advertising techniques.

CPI CENSUS
Detailed statistics on chemical process plants. What they make... by size, number of employees, geographic regions, states and major industrial centers. Invaluable for developing sales territories.

SPECIAL PRODUCT STUDIES
Pumps – Heat Exchangers – Process Control Systems – Valves – Protective Coatings – Fork Lift Trucks & Tractor Shovels – Compressors – Mixing – Filtration – Chemical Reaction Equipment – Materials of Construction.

MAJOR REPORTS...
compiled by CW editors, include such subjects as... *Waxes – Man-Made Fibers – Petrochemicals – Atomic Energy – Packaged Plants – Contract Research – Industry Energy Requirements – Propylene – Ethylene Chemicals – Butylenes – Acetylenes – Jet Fuels – Salesmen's Motivation – Cost-Cutting Methods – European Chemical Markets.*

WRITE CHEMICAL WEEK RESEARCH...
or see your CW representative for copies of these studies. Or, better yet, ask for the complete "*Index of Market and Media Research.*"

ABC ABP

Chemical Week

A McGRAW-HILL PUBLICATION

EDUCATIONAL

Business Education World
helps you sell the business classroom market

THE AUDIENCE AND ITS IMPACT

Readers of BUSINESS EDUCATION WORLD rely on this authoritative magazine as an effective guide in their purchase of typewriters, duplicators, adding machines, dictating machines, office furniture and many allied products. A select audience of business teachers and administrators reads, re-reads and continually refers to the editorial and advertising pages in each issue of BUSINESS EDUCATION WORLD.

SPECIALIZED INFORMATION AVAILABLE

You will be genuinely interested in the latest facts about the booming business education market with its great future. To help you sell your products for use in the nation's business training classrooms, BUSINESS EDUCATION WORLD offers to advertisers and agencies the following informative research material:

1. Brand Study of Classroom Products: a compilation of business teachers' brand preferences for 18 different products used in business training classrooms.

2. Business Classroom Equipment Guide: the special April 1960 issue of BUSINESS EDUCATION WORLD...a comprehensive catalog of business classroom products in 18 equipment classifications.

To sell your products for use now in the nation's business training classrooms...to expand your present market, to assure your future market...schedule advertising in BUSINESS EDUCATION WORLD.

BUSINESS EDUCATION WORLD

A Gregg-McGraw-Hill Publication

APPLIANCE, RADIO and TV

When accurate appliance-radio-TV statistics are needed, the pros turn to one source: EM WEEK

Whether it happened last year, ten years ago... or last week, EM WEEK is the primary source in the appliance-radio-TV industry *everyone* turns to for accurate, reliable statistics. The January Statistical Report — a fact-crammed 32 pages covering the past year in detail and major statistics for the past 10 years — is easily the most-read, most-reprinted, most-requested editorial effort in the industry.

In the fast-moving appliance-radio-TV industry, once-a-year treatment isn't enough, so EM WEEK adds...

1. **Business Trends,** a weekly report on 11 business categories, including retail sales, factory sales, appliance-radio-tv store sales, employment, failures, etc.
2. **Industry Trends,** a weekly quick-check of estimated industry shipments of 16 key appliance products.
3. **Taking Stock,** weekly averages of 52 appliance industry stocks.
4. **How's Business,** a monthly report from 27 major appliance markets.
5. **Special Reports,** 10 of them this year, providing a closer look at individual products and immediate prospects for them.

Statistics — the life-blood of the appliance industry — flow more freely in EM WEEK's pages than in any other appliance-radio-TV publication. At every level — dealer, distributor, manufacturer...

every monday the Pros read

ELECTRICAL
MERCHANDISING WEEK

A McGRAW-HILL PUBLICATION

SALES PLANNING AIDS, *to help you build greater sales and profits in the electrical construction and maintenance market*

ELECTRICAL CONSTRUCTION

ANNUAL STATISTICAL REPORT

A forecast of what this decade holds for the electrical construction industry, as indicated by recent economic patterns. A statistical report and forecast in September is an annual editorial service.

READING PATTERNS

A study of readership of articles by the three major subscriber groups of ELECTRICAL CONSTRUCTION AND MAINTENANCE: electrical contractors, heads of industrial electrical departments, consulting electrical engineers.

BUYING INFLUENCES STUDY

An analysis of influence on buying decisions by subscriber groups. Product categories studied include motors, electric space heating systems, signalling devices, fans and blowers, lighting system components.

CALENDAR OF MAJOR ELECTRICAL EVENTS

Issued annually in October, a listing of meetings, conferences and exhibits of interest to electrical manufacturers. A handy reference for planning your "road" schedule.

BRAND PREFERENCE STUDY

An annual analysis of brand preferences among subscribers covering all major product groups advertised. Over the years these studies have traced accurate trends in the growth and decline in brand recognition.

TOOL STUDY

A survey conducted among electrical contractor and industrial subscribers to evaluate the market for hand and power tools used in electrical construction and maintenance work.

READER FEEDBACK

Studies are conducted on selected issues during the year to provide readership ratings on advertising and editorial content. Feedback studies give advertisers and their agencies factual evidence to gauge ad effectiveness. Verbatim comments reveal reader responses and attitudes.

Men who design, install and maintain America's electrical systems pay to read...

ELECTRICAL CONSTRUCTION AND MAINTENANCE

A McGRAW-HILL PUBLICATION

ELECTRICAL WHOLESALING

To help create more profitable distribution for your electrical products

"SUCCEEDING IN THE '60s"

A 32-page comprehensive report analyzing prospects for the electrical distribution industry in the new decade. Designed to alert electrical manufacturers and distributors to opportunities and hazards ahead. Examines three major areas: selling... management... operations.

DIRECTORY OF VERIFIED ELECTRICAL WHOLESALE DISTRIBUTORS

Full, verified information on more than 2,000 electrical distributing firms... territory covered, branches, inventory dollar volume, floor space, etc. A basic tool providing vital information about distributors to save sales time and expense and increase effectiveness of direct mail... $40 per copy.

ELECTRONIC SUPPLIERS SURVEY

A study conducted among plant electrical men and industrial purchasing agents to determine how extensively buyers of electronic replacement parts do their purchasing through electrical distributors.

SUPPLIER RELATIONS STUDY

A survey among key electrical distributors to determine which manufacturers are doing effective jobs of supporting their distributors, and from an appraisal of their practices help raise the industry's standards of manufacturer-distributor relations.

REGISTER OF MANUFACTURERS' AGENTS

A compilation of data on manufacturers' agents throughout the nation, organized as a service to help electrical manufacturers expand selling facilities by locating and negotiating with top-notch agents handling non-competing lines.

PRODUCT STUDIES

Surveys relating to the sale through electrical distributors of products such as rigid conduit fittings... outlet and switch boxes... solderless lugs and connectors... thin-wall fittings. These include data on brands carried and length of time the brands have been stocked.

ABC ABP

ELECTRICAL Wholesaling

THE INDUSTRY'S SALES & MANAGEMENT MAGAZINE

A McGRAW-HILL PUBLICATION

ELECTRIC UTILITIES

How good market data helps you plan a better budget

Facts will help you write a better proposal. Facts can sharpen your copy and media strategy. Facts, and *facts alone*, will impress the men who approve your advertising plans and budget.

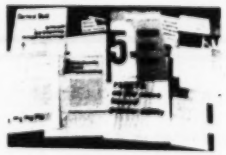
Get the information you will need. Get it now, from the most thorough and complete source in the industry. Your ELECTRICAL WORLD representative will be glad to provide any of the information below to help you key your proposal into today's electric power industry.

1. What's the outlook in your market?

The two basic pieces of market research in the utility industry are WORLD's Electrical Industry Forecast, and Industry Statistics. In them you'll find just about everything needed for broad background and specific information on industry market growth, both long- and short-range. These key reports provide the all-important, *authoritative* underpinning for effective budget planning. They'll put a sound foundation under your presentation, too.

2. Who buys your product?

ELECTRICAL WORLD's detailed study of "Purchasing Influences in Electric Utilities" shows the participation of 2,212 top executives, department and division heads, engineers, supervisors and foremen and technicians employed in 168 investor-owned electric utilities. Respondents were asked if they recommend or specify equipment type, or brand, participate in the final buying decisions or approve purchases. Twenty-one broad product categories are included.



3. Are you up-to-date on industry trends?

In the utilities market ELECTRICAL WORLD editorial reprints and tearsheets are available on nuclear power, steam station design and cost, transmission system design, trends in distribution, systems operation, power plant auxiliary equipment, electric space heating and commercial cooking, industrial systems design, small systems engineering, EHV research, research and development in the industry and many other areas of value to you.

4. What about new media facts?

It pays to check all media again at budget time: Comparative facts on circulation, coverage, and costs, advertising and editorial volume and all the other important measures of media effectiveness. Quick Facts on ELECTRICAL WORLD summarizes the facts media buyers most want to know. Five separate reports discuss circulation coverage in detail. Four new independently conducted studies spell out the reading preferences of well over 4,000 customers and prospects of four different manufacturers in the electric utilities market.

Electrical World

A McGRAW-HILL PUBLICATION

ELECTRONICS

Electronics offers marketing data... aimed at making your advertising more effective!

Marketing data going back over the years is cross-indexed in ELECTRONICS' files to offer the most complete statistics available for electronic and allied products. Industry requirements are projected into the future as a regular service of the ELECTRONICS Research Department. Each week ELECTRONICS publishes a Market Research page.

In the annual BUYERS' GUIDE and Reference Issue, published on July 20th are listed the manufacturers that comprise the electronics industry, their local sales offices, manufacturers' representatives, products, materials, services, registered trade names and a 60-page section devoted to marketing and buying data.

1. Market & Media Fact Pack

A loose leaf binder defining the electronics market, who buys what, how to reach the market, and media data about the magazine ELECTRONICS.

2. Manufacturers' Representative Lists

Kept on file in all branch offices, containing extensive up-to-date information on lines carried, territories, personnel, warehousing facilities, etc. Over 1,000 manufacturers' representatives firms are questionnaired each year. (Manufacturers' representatives account for a high percent of electronic sales.)

3. Reader FEEDBACK

A measurement of Reader Interest, the results of which verify editorial policy and offer benefits to advertiser and agency. Printed Reports are available on request.

4. "ELECTRONIC MARKETS"

Published by the Business Department of ELECTRONICS each month to interpret electronics for advertising, sales and management people interested in the future of the electronic industry.

5. "LOOKING INTO THE '60s"

A comprehensive look at the electronics market that appeared as an 18-page Special Report in ELECTRONICS, January 1, 1960. Contains graphs, charts and a six-page, four-color foldout. Analysis of market segments. This is available for a nominal cost of 75¢ each for 1-10 copies; 60¢ each for 11-24 copies; 25 copies or more are 50¢ each.

PLUS

• Comparative Readership Surveys • Market Pattern Map •
• NIAA Sales Outline • Convenient Publishing Cycle Chart •

The electronics man BUYS
what he reads in...

electronics

A McGRAW-HILL PUBLICATION

CONSTRUCTION

Facts and Data *for more effective marketing to America's construction industry*

CONSTRUCTION METHODS and Equipment offers a wide variety of marketing information to help you evaluate the construction industry and its potential for your products.

CONSTRUCTION METHODS welcomes the opportunity to make its facilities available to you. For information on these and other CONSTRUCTION METHODS research materials, simply write on your letterhead to: CONSTRUCTION METHODS and Equipment, 330 W. 42 St., N. Y. 36, N. Y.

1. AMERICA'S HEAVY CONSTRUCTION CONTRACTOR MARKET

- its size and importance
- how to locate and sell it most effectively

This 32-page booklet offers basic facts to enable you to evaluate and select the primary market for construction products. It includes industry statistics on the size of the contractor market...case histories on contractor ownership of different types of machinery...their machinery and material investments, geographic pattern of construction, etc.

2. BRAND PREFERENCE SURVEYS – 1959 and 1960

These studies show the brand preferences of construction men when they are planning purchases of 30 major items of heavy construction machinery and related products. Respondents are from contractor and government groups. Enables you to see trends and comparisons.

3. CONTRACTOR PROFILE STUDY – 1960

Where should advertising and sales efforts be concentrated? The results of this study show the machinery investment of contractors in proportion to their size... the percentage of machinery purchased new and used ...and the average number of major types of equipment owned by contractors of different size.

4. MAINTENANCE PRODUCTS SURVEY – 1960

This survey among construction contractors reveals the brands of 17 primary maintenance products they prefer, what their major source of supply is, the people in the company who participate in, or influence, purchases... the dollar volume of maintenance items stocked and the total units of construction machinery owned by each company. Covers axles, transmissions, clutches, brakes, universal joints, batteries, electrical systems, oil filters, air filters, piston rings, fuel pumps, rubber hose, V belts, tires, wire rope and chain.

5. SMALL TOOL STUDY – 1959

The number of different types of small tools owned, and the brands preferred, by construction contractors enables you to evaluate this market for portable electric drills, saws, impact wrenches (air), valve refacers, chain saws, chain hoists, drill presses, lathes and paint sprayers.

6. COOLING SYSTEM SURVEY – 1960

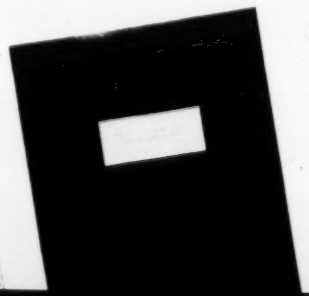
Among America's heavy construction contractors, what type of cooling system additives are used in their equipment...how much is used per year...what are their buying habits and preferences? These questions are answered in the results of CONSTRUCTION METHODS AND EQUIPMENT's Cooling System Survey.

7. CONTRACTOR CASE HISTORIES – 1958-1960

What it takes in terms of equipment, materials and manpower to operate a successful contracting operation in today's construction industry is revealed in some 25 contractor case histories published by CONSTRUCTION METHODS. The number and brands of different types of equipment owned by contractors are shown...buying practices are discussed.

8. OTHER MARKET AND MEDIA FACTS FOR EFFECTIVE MARKETING

Coupled with the above material is a wide variety of facts and data on the construction market, reports on Readex Reader Interest on every issue of CONSTRUCTION METHODS from 1951-1960...facts on circulation coverage and penetration...reader preference...advertising readership...editorial scope and significance of CONSTRUCTION METHODS...All available in CONSTRUCTION METHODS Market & Media File.



Construction Methods AND EQUIPMENT

A McGRAW-HILL PUBLICATION

BUILDING AND CONSTRUCTION

"Who buys" in America's most mobile industry...

FACT No. 1...

Any major decision to purchase is a group decision by the owner (either private or governmental), designer (architect and/or engineer) and contractor.

FACT No. 2...

The primary influence to purchase varies with each job, even on similar projects. No "buying pattern" can be established. Each job is different. Each member of the "buying team" must be covered.

In a continuing study, begun in 1952 and done by Starch, Mills Shepard and Reader Feedback, over 150 products and services purchased by the building and construction industry have been surveyed, with a minimum of 600 personal interviews, to show purchasing influence among the industry's "buying team." The results show only *actual* participation, as each question was restricted by asking: "Have you taken part in the selection, specification or purchase of any of these items *within the past year?*"

Here are some of the products and services on which purchasing influences are currently available:

- Lighting
- Aluminum Products
- Asphalt Products
- Steel Products
- Roofing & Siding
- Windows & Doors
- Acoustical Materials
- Cement, Brick & Tile
- Construction Equipment
- Construction Machinery
- Fittings, Pipe & Valves
- Air Conditioning Equipment

ENGINEERING NEWS-RECORD's business news department is one of the three original sources (including the federal government) of prime data concerning the building and construction industry. A wide file of industry forecasts, trends, contract awards, equipment in use, where the building dollar goes, etc., is continually being added to and updated.

For information regarding any of the above, as well as reader preference studies among the industry's top customers, contact your nearest EN-R District Manager or write: Market Research Dept., Engineering News-Record, 330 West 42nd Street, New York 36, N. Y.

ENGINEERING NEWS-RECORD

A McGRAW-HILL PUBLICATION

OVERSEAS BUSINESS

Marketing Data to help you tap the $50,000,000,000 gross annual overseas business done by American Companies

$50-billion? Just a start. Looking ahead realistically, combining export sales from the U.S.A. with sales from overseas subsidiaries, economists see by 1968 American companies doing a gross annual international business of $100-billion.

In every area of business activity, profit from overseas business is getting bigger...coming faster ...costing less than is possible here at home.

The Internationalization of Business

Your McGraw-Hill International representative has a storehouse of marketing data that sheds new light on your own overseas marketing plan. His business is international marketing.

INTERNATIONAL MANAGEMENT DIGEST, edited and published especially for top management men overseas, has recently printed a 32-page report on *A Changing World Market Place.* Here's some of the information included:

- **Case histories of U.S. companies cashing in on the growing international market**
- **What exploding world populations overseas mean to U.S. business men**
- **Pages of charts, graphs, maps that will be useful in your analysis and preparations for the 60's**
- **How the free trade areas overseas will affect you**
- **Will imports rise faster than exports . . . and why?**
- **Europe's growing rate of production**
- **Sources of information on doing international business**

Construction Equipment

Major Latin American Construction Projects, in its 10th Annual Edition, is just out. Published by INGENIERIA INTERNACIONAL CONSTRUCCION, it is the most complete and authoritative forecast of construction activity in Latin America. 2,772 heavy construction projects, either started or planned, are listed. Each $1,000,000 or more, they add up to $23,300,000,000. Here's the information given on each project:

- **Name of Project**
- **Location**
- **Estimated Cost**
- **Starting date and scheduled completion**
- **Sponsor**
- **Firm administering project**
- **Extent of project**

Manufacturing-Power Plant Field

5 Year Picture of New Plants in Latin America, published by INGENIERIA INTERNACIONAL INDUSTRIA, lists plants, each $1,000,000 or more, that have been built or started during the last five years. The list covers plants in chemical, paper, steel, automobile, cement, aluminum and other fields. The directory lists plants broken down two ways, by country and by industry, with this information:

- **Name of project**
- **Location**
- **Estimated cost**
- **Sponsor**

Automobile Market

World Automotive Market Survey and Motor Census is published by EL AUTOMOVIL AMERICANO and its European counterpart, THE AMERICAN AUTOMOBILE. This annual publication provides this basic market information for the automotive export industry: up-to-date motor vehicle registrations by types for every country of the world; world motor vehicle production statistics by makes; world export of motor vehicles by countries of destination; U.S. automotive exports country-by-country; detailed information and marketing maps for all the top U.S. automotive markets. This 116-page report is priced at $1.00 per copy.

McGraw-Hill International Corp.
330 West 42nd Street · New York 36, N. Y.

CONTROL SYSTEMS

Peg your sales curve to the fastest-growing market of this decade

The market for components and equipment used in automatic control systems, for industry and defense, is slated for an 80% increase from 1960 to 1970. For automatic operations are the key to growth in every industry in the economic era now underway.*

If your products are applied in the measurement, data transmission, recording, computing or actuation phases of control systems, their brightest future is in this market!

The market is horizontal, intersecting every vertical industry at a common level of function: the specialized engineer who designs and applies automatic control systems. He is necessarily a man of this demanding new technology first – in whatever industry he applies it, with whatever tools and hardware – and reads accordingly.

Send for following data on this exciting market... served by CONTROL ENGINEERING *with more paid subscriptions (31,000), and a larger, more highly qualified editorial staff than any other publication in the field.*

1. Profile of a Control Systems Engineer

Cross-section study of CONTROL ENGINEERING readers reveals age, educational background, cross-industry interests and experience and other interesting facets of the man who "controls" our industry and defense.

2. The Control Systems Engineer's Product Interests ... Buying Influence

Personal interview study over a sample of more than 800 readers shows percentage who 1) *use* and 2) *influence buying of* products in 29 categories, ranging from diodes to computors.

3. Control Enters a New Decade

An assessment by Editor William Vannah of the control market from 1960 to 1970, its growth, breakdown by industry, specific trends, etc. Other available articles: "The Future of Numerical Control" and "What Control Systems Engineering Means to Management," by Managing Editor Byron K. Ledgerwood.

**McGraw-Hill Dept. of Economics*

4. Available Product Studies

Showing extent and nature of use by subscribers:

- relays
- electronic power supply
- hydraulic/pneumatic components, sub-systems & test equipment
- process instruments
- test equipment
- motor & rotary servo components
- measured variables
- high specification materials
- hydraulic equipment
- wire & cable
- control components & accessories

5. Other services

...include Reader Feedback studies of advertising readership by product category, six issues each year ... manufacturers' rep lists ... contact your CONTROL ENGINEERING representative for the whole story.

Control ENGINEERING

A McGRAW-HILL PUBLICATION

PLANT MANAGEMENT

Men make markets! FACTORY makes sales!

No manufacturing plant would exist, nor would anything happen in it, until the men who manage plant operations do their jobs. Nothing is bought in or for a plant until these decision makers go to work.

Better understanding of the men who manage plant operations in manufacturing can mean better advertising to them. For in the areas they influence, SALES BEGIN—SALES ARE LOST—SALES ARE MADE. And these men turn to FACTORY because *only* FACTORY provides editorial help in engineering and technology PLUS help in the techniques of plant management.

Here are three FACTORY reports to help you know these men better—the jobs they do, the influence they have, the tools and skills they need.

"Sales Development in the Manufacturing Industries"

Describes the kinds of manufacturing plants covered and the roles played by plant management men in their various functions as members of the plant operations team. Details of skills and tools which these men need and use, and examples of how FACTORY serves those needs editorially. Also statistics on a profile of FACTORY's readers, and illustrations of their activities in buying plant equipment, supplies and services.

"A New Look at the Problems of Sales Contact"

New research at Century Electric (site of famous 1953 study) reveals for the first time numerical extent of "hidden" buying influences—shows buying influences *six times greater* than average salesman's calls—emphasizes the effectiveness of business paper advertising—and, not surprisingly, FACTORY's strength in particular. Data on 99 industrial products, and involvement of plant men in buying by title and function. Full data in eight-page brochure, including 14" x 22" chart, available from your FACTORY salesman.

"Buying Influence of FACTORY Readers on 200 Industrial Products"

By the time this advertisement appears, the original data on 99 industrial products will have been expanded to 200. Shows extent of use in plants and involvement of plant operations management readers in selection of products ranging through air conditioning and heating, building products, electrical, safety and sanitary equipment, instruments and meters, lubricants, materials handling, raw materials, rubber goods, packaging and shipping, paints and equipment, power generation equipment, power transmission, control and data processing, maintenance equipment, production machinery and equipment. Details by title and SIC on all products studied. Invaluable hints for copy approaches to plant readers! Through FACTORY salesmen only.

FACTORY delivers BUYING POWER in the Manufacturing Industries

ABC — ABP

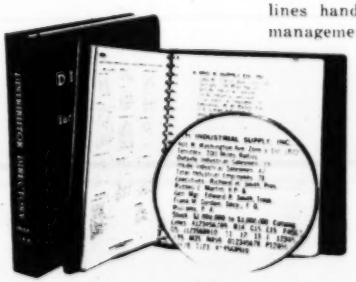
FACTORY

A McGRAW-HILL PUBLICATION

INDUSTRIAL DISTRIBUTION

Industrial Distribution: *your distributor marketing services department*

Here are some of the ID aids that can help you establish, expand or improve your distributor marketing organization:

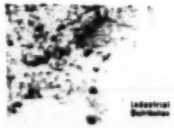


DIRECTORY OF INDUSTRIAL DISTRIBUTORS

Only source book of its kind. Lists names, locations, territories, salesmen, lines handled, inventory value, key management personnel of thousands of carefully screened industrial supply houses in the United States and Canada. All indexed by city and state and continuously updated. Available to all advertisers.

DIRECTORY OF MANUFACTURERS' REPRESENTATIVES

An invaluable aid to make vital distributor contacts and keep them alive. Lists hundreds of sales agents: names, addresses, territory covered, years established, number of salesmen, office staff, branches, products handled.



U.S. MARKETING MAP

25"x40" INDUSTRIAL DISTRIBUTION marketing wall map. Details location and number of industrial distributors in each locality... indicates value added by manufacture by counties.

SURVEYS AND PRODUCT STUDIES

Manufacturers selling via distributors look to INDUSTRIAL DISTRIBUTION as headquarters for research in the field. ID's most recent studies include:

Fasteners...distributors' major suppliers, sales volume, customers, market potential, sales training and dozens of verbatims on supplier policies, promotion aids, etc.

Materials Handling Equipment...distributors' sources, sales volume, pricing methods, profit picture, use of promotional aids; plus many helpful comments.

Available soon...comprehensive studies of power transmission products sold by distributors...advertising and sales promotion efforts of distributors.

WHAT DISTRIBUTORS WANT TO KNOW

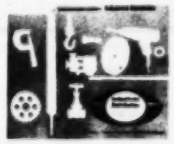
Helpful 20-page check list detailing questions distributors ask about products, packaging, pricing, sales policies, training programs, catalogs, promotion aids, 13 other subjects.

THE INDUSTRIAL DISTRIBUTOR

...WHO HE IS, HOW HE OPERATES, HIS FUTURE. 50-page book of lectures by leading authorities, offering comprehensive background on the $4½ billion industrial supply field.

SUPPLEMENTARY DATA

INDUSTRIAL DISTRIBUTION also makes available an extensive library of reprints detailing all phases of distributor operations. In addition, ID's editors, marketing services department and district representatives comprise the most experienced and authoritative consulting group in the industry. For answers to your specific marketing problems, write: **Marketing Services Manager**



Industrial Distribution

A McGRAW-HILL PUBLICATION

INDUSTRIAL PURCHASING

Continuing studies by PURCHASING WEEK *reveal the type of Data P.A.'s want... and need... before buying*

Would you like to know what purchasing executives look for when they consider buying a product? You can find out from the words of these key men in company after company. Their key interests: job data, size, weight, etc., followed by supplier dependability.

Ask your PURCHASING WEEK representative what data he can supply on your products or key markets. You'll be surprised at the look he can give you at today's purchasing man in action.

These specific product reports are typical of the information your PURCHASING WEEK representative can give you on individual product studies and the buying needs of purchasing agents:

FORK LIFT TRUCKS
Type of buying data wanted in industries from aircraft engines to wineries.

INDUSTRIAL LUBRICANTS
Several special needs here, depending on field, yet main needs consistent.

ELECTRIC WIRE & CABLE
Most purchasing agents want engineering data first. Complete specs a big plus.

CORRUGATED SHIPPING CONTAINERS
"Is he dependable on delivery?" is P.A.'s most-asked question here.

VALVES
General specs come from engineers. Hence, P.A. needs specs, plus special data for type involved.

GRINDING WHEELS
Most customers have special needs, so P.A.'s expect salesmen to know them before they call.

BUYING INFLUENCE PATTERNS

a new study just completed by PURCHASING WEEK, probes the buying influence of the purchasing agent and other executives in industry today. It is broken down by products for major industrial classifications.

Purchasing Week

A McGRAW-HILL PUBLICATION

COAL MINING

Coal mining is a concentrated market now entering its greatest expansion ever

In the 1960's, the bituminous coal mining industry must boost its production 70% to meet rising energy demands. Manufacturers of capital equipment and supplies can look for these BIG sales opportunities:

1. In the next 10 years, coal mining will invest *$4 billion* – half in new plant, machinery and equipment, the rest to modernize and replace existing capacity.

2. Coal mines spend approximately $1.00 per ton mined for operating equipment, repair parts and supplies. This means a *$460-million* market this year that will rise steadily to $725 million annually by 1970.

Ask your McGraw-Hill representative for copies of the material described here, or for any other market and media data you may wish.

Marketing Data

The 1960/61 *Marketing Guide to Coal Mining* is a 16-page analysis of the coal market, its growth trends, equipment applications, marketing factors, buying patterns and influences, etc. (D.S. 1-100)

U.S. Coal Production and Mines By County is a working guide to coal mines' geographical concentration, a county-by-county analysis of mines and their production. (D.S. 1-105)

A monthly newsletter, COAL AGE NEWS, is available to manufacturers' headquarters, sales and distributor personnel with reports on new mines, industry developments and market trends.

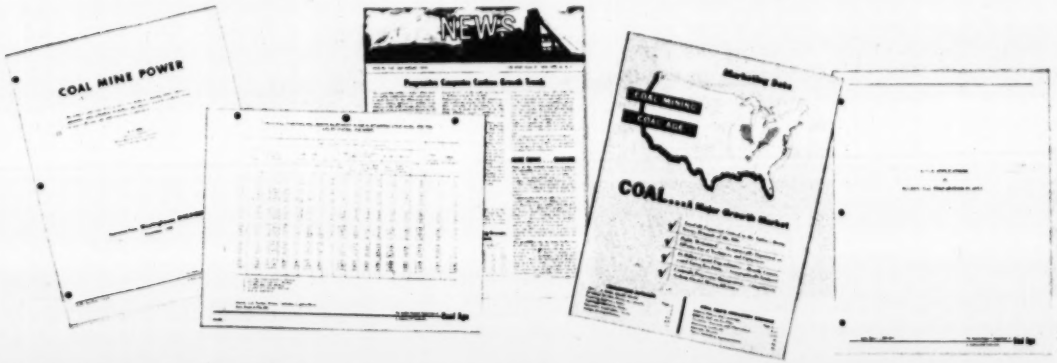
Special Reports

This list shows the type of report on equipment applications in coal mining that are available. Ask your McGraw-Hill representative about reports on subjects of special interest to you.

- Motor Applications (D.S. 1-205)
- Coal Mine Power Applications (D.S. 1-214)
- Piping Requirements in Coal Mining (D.S. 1-501)
- Market for Welding (D.S. 1-520)
- Crushing of Coal (D.S. 2-216)
- Mechanical Coal Cleaning Trends (D.S. 2-232)
- Stripping and Loading Equipment (D.S. 4-104)
- Haulage at Strip Mines (D.S. 4-112)

Advertising Effectiveness

For the past three years, COAL AGE has used McGraw-Hill's exclusive Reader Feedback service to bring you first-hand reactions to advertising from subscribers. *How Advertising Works* is a compilation of verbatim comments by industry buyers. It gives you valuable clues to their readership of advertisement, what they are interested in, how they react to copy and photos and the buying actions they take.



COAL AGE

A McGRAW-HILL PUBLICATION

METALWORKING

How to get basic selling facts on America's basic industrial market

Metalworking market data from American Machinist/Metalworking Manufacturing

Effective salesmanship to the $150 billion metalworking industry calls for sound, authoritative marketing statistics. AMERICAN MACHINIST/METALWORKING MANUFACTURING is (and has been for over 80 years) a central source for data that can help you build sales.

Metalworking is plants

Pinpointing a market depends on pinpointing the potential. The over 26,000 major metalworking plants in the U. S. are your major source of sales. Locate these key plants by size, by number of employees, by Standard Industrial Classification (SIC) (by primary and secondary products), by county, and you have a clear picture of your market. All of this information is clearly, currently, set forth in the *1960 Metalworking Market Guide for Sales Executives.*

Metalworking is machines

America's metalworking plants utilize over 3½ million pieces of metalworking equipment. To firms selling machinery, materials, supplies, components, this data is vital, fundamental. The AMERICAN MACHINIST/METALWORKING MANUFACTURING *Inventory of Metalworking Equipment* is a comprehensive census of manufacturing machinery—by age, by type, by SIC, by geographical location. Published every five years since 1925, it's the only publication of its kind.

Metalworking is men

The men who control manufacturing in metalworking are a clearly defined group. Whether they are found behind an executive desk, an engineering drawing board or carrying a clipboard in the shop, they are bound together by common interests in technique, equipment, materials. Develop a clear-cut picture of this vital group by studying *100 Men and a Magazine,* an in-depth series of in-plant interviews with real-life, representative metalworking management men.

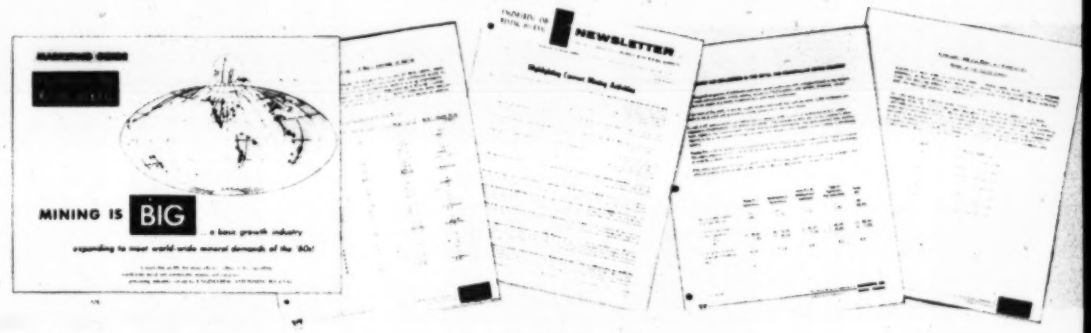
Your AMERICAN MACHINIST/METALWORKING MANUFACTURING district manager is prepared to provide you with a copy of each of the above pieces of marketing material. Or you can write us directly for a copy of *Facts to Help You Sell Metalworking,* a booklet summarizing the metalworking market. But these are only the beginning. The publication's marketing services department has on hand (and can easily develop) specific market data on how *your product* fits into metalworking; how *you can build sales* in this basic American industry.

American Machinist | ***Metalworking Manufacturing***

A McGRAW-HILL PUBLICATION

METAL and NONMETALLIC MINING

An international, multi-billion dollar market, mining must be sold on 2 levels



For the next 15 years, metal and nonmetallic mining's outlook is one of continuous expansion. A growing population, our rising standard of living and new uses for metals are all increasing demand.

But mining goes where minerals are found. This means manufacturers have *two* selling jobs – at headquarters and at the mine. For mining's long-range expansion is keyed to material handling efficiency.

Metal and nonmetallic mining pours between 30% and 40% of value produced annually back into capital equipment and supplies. It adds up to at least a $1.5-billion market in this country today, plus another $725 to $900 million invested by U.S. companies for development overseas.

Your McGraw-Hill representative has all the material described here, plus other market and media data that's yours for the asking.

Marketing Data

This *1960/61 Marketing Guide* analyzes the mining market, its growth trends, equipment applications, marketing factors, buying influences, etc. (D.S. 6-100)

A data sheet (D.S. 6-178) *Survey of New Mines* lists new projects offering world-wide selling opportunities. *Principal Open-Pit Mines* (D.S. 8-100) lists locations in the U.S., parent companies, mineral mined, etc.

The monthly E&MJ NEWSLETTER reports on new projects, both plants and mines, industry trends and market developments. It is available to manufacturers' headquarters, sales and distributor personnel.

Special Reports

There are a wide variety of reports on equipment applications. Ask your McGraw-Hill representative for those shown here, or others of special interest to your marketing plans.

- Air Compressors in Mining (D.S. 6-403)
- Typical Pipe Requirements (D.S. 6-601)
- Mining—A Major Consumer of Valves (D.S. 6-612)
- Front-End Loaders in Mining (D.S. 6-635)
- Bulldozers in Mining (D.S. 6-636)
- Drills in Underground Mining (D.S. 7-101)
- Consumption of Chemicals (D.S. 6-634)
- Processing Methods for Metal Recovery (D.S. 9-207)
- Use of Crushers in Mining (D.S. 9-208)

Advertising Effectiveness

Now in its third year, McGraw-Hill's exclusive Reader Feedback service gives you E&MJ subscribers' comments on the advertising they read. *How Advertising Works* lists hundreds of direct quotations that are full of valuable leads to advertising readership, readers' interests, reactions to copy and photos and buying actions and patterns.

ENGINEERING AND MINING JOURNAL

A McGRAW-HILL PUBLICATION

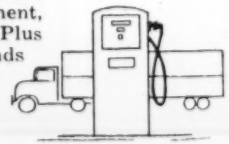
FLEET TRANSPORTATION

What do you need to know about the Automotive Fleet Market?

FLEET OWNER maintains a continuing program on market research. All aspects of the automotive fleet field are studied... market scope, purchasing procedures, product usage, supply sources, replacement methods and industry trends.

1. Review 1960 — Preview 1961

A 36-page section reprinted from FLEET OWNER's annual October awards issue. Reviews new practices, equipment and techniques in management, operation and maintenance. Plus a preview of significant trends for the year ahead.



(Reprints available in October)

2. Vehicle Census Survey

A comprehensive study of truck fleet vehicle characteristics reported by 2,483 fleets. Basic information on both private and common carrier trucking fleets... number and types of vehicles, sizes, weights, body types, accessories, buying practices employed by fleets.

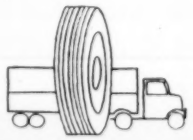
(Copies of survey available)

3. Fuels & Lubricants Survey

A follow-up of a similar survey made by FLEET OWNER in 1956. Detects interesting trends in marketing practices. Provides important new working data on type of lubricants used, oil change procedures, fuel and lubricants consumption, fleet buying influences.

(Copies of survey available)

4. Major Tire Survey



FLEET OWNER's third special report on this subject. Results analyzed by type of service – long-haul, city-haul, multi-stop and fleet car service ...putting emphasis on meaningful variations. Includes the first "trend" information on experience with tubeless tires and rayon vs. nylon cords.

(Reprints available)

5. Product Depth Studies

FLEET OWNER research has available major depth studies on a variety of fleet products – more are in production. Here are some: Parts; Shop Equipment; Mufflers; Tires; Brakes; Brake Lining; Cooling Systems; Refrigeration and Insulation; Shop Facilities; Materials Handling; Glass; Hardware; Signals and Lamps.

6. New Sound Film "Goliath on Wheels"

This colorful new film shows automotive manufacturers the growth and potentials of the fleet market. Running time is thirteen minutes. If you want to borrow this film to show to your sales organization, jobbers or distributors, it can be arranged through your FLEET OWNER representative.

7. FLEET OWNER Newsletter

A monthly newsletter containing current news of industry developments, vehicle production, fleet expansion programs, market research and editorial plans. There is no charge for this service. It is available for advertisers' sales and distribution personnel as well.

FLEET OWNER... the most powerful fleet magazine in America.

FLEET OWNER

A McGRAW-HILL PUBLICATION

NUCLEAR

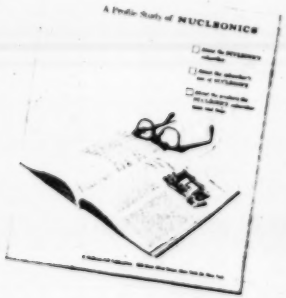
How much do you know about the Nuclear Market?

The nuclear industry is now spending over $3-billion annually for power, test and research reactors, nuclear submarines, nuclear rocket engines and extensive applied radiation equipment.

Most of this amount goes for products and materials. A recent survey shows, for example, that the civilian nuclear power program bought over $660-million worth of products in 1958, a year when the civilian program was secondary to the naval and AEC programs.

The 1960's have already become the decade for nuclear opportunity: the AEC has launched a significant $2-billion atomic power program, a utility has purchased the largest power station in the U.S. because it is *competitive* and industry and AEC are working together to accelerate industrial use of radiation.

Learn more about the nuclear market from the following services of NUCLEONICS:



1. NUCLEONICS Marketing Reports

An expanding file of reports prepared by NUCLEONICS specifically for those interested in the nuclear market. Subject categories include: General Market Data, Hot Laboratory Equipment, Instruments, Radiation, Reactor Components and Suppliers Lists.

2. NUCLEONICS Markets

A bi-monthly publication sent on request to general management, marketing, sales and advertising men who are interested in the nuclear market. Each issue contains a variety of useful marketing information. **AEC contracts awards,** a supplement to each issue of NUCLEONICS Markets lists description, contractor and amount of all AEC contracts over $25,000.

3. NUCLEONICS Subscribers' Survey

A profile study containing information about NUCLEONICS subscribers in terms of their work, how they rate NUCLEONICS and the products they are concerned with in their work.

AEC contracts awards, A supplement

NUCLEONICS

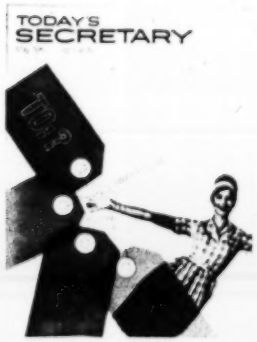
A McGRAW-HILL PUBLICATION

OFFICE EQUIPMENT

TODAY'S SECRETARY
helps you sell the important secretarial market

WHO READS IT?

Ask about the wealth of effective RESEARCH material available to advertisers from Today's Secretary.



TODAY'S SECRETARY is the secretary's own magazine. This audience is a responsible, higher income group (49% have been secretaries for 6 or more years). TODAY'S SECRETARY readers are a prime influence in the choice of office equipment and supplies. They personally choose or are consulted on the choice of typewriters, filing equipment, furniture, dictating machines, duplicators, stationery, writing implements and many other related products.

FOR YOUR INFORMATION

You will find a great deal of valuable material to interest you in the various reader research studies compiled by TODAY'S SECRETARY. Among the informative files currently available to agencies and advertisers are the following:

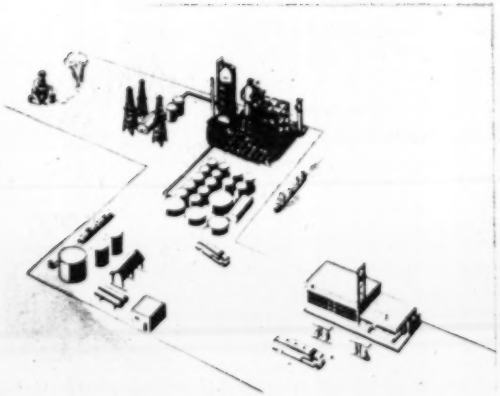
1. Brand study, revealing secretarial preferences for 21 different office products.
2. Reader research study, covering personal characteristics, job characteristics and other readership data.
3. "What Today's Secretaries Tell Us About Dictating Machines."
4. "What Today's Secretaries Tell Us About Writing Instruments."
5. "What Today's Secretaries Tell Us About Business Trips."
6. Comprehensive Fact File on Today's Secretary and the secretarial market.

TODAY'S SECRETARY

A Gregg-McGraw-Hill Publication

PETROLEUM DISTRIBUTION

National Petroleum News for oil marketing management



NPN serves the job interests of the men who manage the marketing of oil products and TBA (tires, batteries, and accessories) at the wholesale level.

This includes the marketing activities of integrated oil companies and refiner-marketers at both home-office and field locations, independent jobbers, consignees, agents, compounders and transporters.

Providing matchless information service to advertisers and agencies

- through its own pages (particularly in its annual mid-May FACTBOOK, a 13th issue, the biggest and best single source of statistical and reference information on the oil marketing industry)
- through its New York-based market information and research staff
- through its research into the readership of NPN advertising and editorial
- through its regular "Market Facts" mailings
- through special reports on subjects of special interest, such as — selling to service stations; surveys and statistics on oil jobber operations; oil company TBA programs; jet fuel handling; oil company marketing decentralization and expansion; new forces in oil marketing; sales reports; forecasts; trends, etc.
- through its experienced-in-the-oil-industry advertising representatives

OIL marketing takes in transportation, storage, distribution, merchandising and administrative operations, including the design, construction, equipment, maintenance and repair of all facilities involved.

More than 30,000 bulk plant, terminal and LP gas plants, 200,000 primary service stations, 200,000 trucks, 44,000 miles of product trunk lines, and 112,000 railway tank cars.

NPN

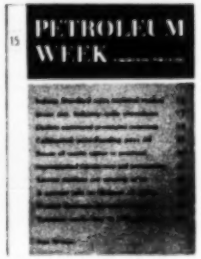
NATIONAL PETROLEUM NEWS

For Oil Marketing Management

A McGRAW-HILL PUBLICATION

PETROLEUM

Oil industry information available through PETROLEUM WEEK



WHAT IS THE PETROLEUM AND PETROCHEMICAL MARKET?

The vast petroleum and petrochemical market is made up of those companies which produce, process, transport and sell oil and natural gas, and petroleum and chemical products made from oil and natural gas. This market is world-wide, and it is estimated that U. S. companies account for over 73% of the world's oil production. But oil production and refining represent only part of the industry. Since 1945, the demand for natural gas has increased at an average rate of 9% a year. As for petrochemicals, the industry has doubled its output every five years since the forties – a record for all industry.

HOW IS THIS MARKET BROKEN DOWN?

Essentially, there are five segments which make up the petroleum industry: Exploration; Producing (including drilling operations); Transportation (including pipeline operations); Processing (including refining and petrochemical operations); and Marketing. While the major oil companies play an important role in this market, much of the market for goods and services consists of a large group of closely related independent businesses (i.e. drilling contractors, pipeline constructors, independent oil producers, etc.).

HOW LARGE IS THIS MARKET?

The market is huge. Total domestic assets of the industry approach $50,000,000,000, with overseas installations contributing additional billions in assets. Since 1955, an average of more than $5,000,000,000 has been spent each year for expansion and modernization in the petroleum industry.

WHAT DO THEY BUY?

Pipes, valves, compressors and other mechanical equipment used in drilling, processing and transportation are bought in large quantities as replacement and stock items even in years of limited expansion. Engineering, research and consultation services are constantly sought regardless of marketing conditions. Steel, aluminum and other metals and alloys are bought in quantities that only a $50 billion industry can afford. Chemicals, plastics, paper...virtually everything produced for industry is used in quantity.

WHO DOES THE BUYING IN THIS MARKET?

In an industry where purchases of supplies and services run to billions of dollars each year, it is no surprise that buying decisions are made by men in responsible positions in all segments of the industry. Operating managers, plant superintendents, production vice presidents, chief engineers and men with similar responsibilities are the men who must be sold.

HOW DOES PETROLEUM WEEK SERVE THIS MARKET?

PETROLEUM WEEK's experienced, well-informed editorial staff, backed by the largest business news-gathering organization in the world, brings to its audience news about the oil industry throughout the world. Special reports on individual segments of the industry are prepared and published throughout the year, and are reprinted for distribution to those seeking information about the particular market covered by each report. PETROLEUM WEEK's research department keeps these reports factual and up-to-date. PETROLEUM WEEK prepares an index of editorial articles which have appeared throughout the year. This index serves ideally as a source for those seeking to know what has happened in the world of oil... what is the significance of the happenings... and what is likely to happen in the future.

PETROLEUM WEEK

A McGRAW-HILL PUBLICATION

ENERGY SYSTEMS

Energy Systems Engineers
are key buying influences

Power can help you know them better...
Sell them more effectively

Market Research Services

Market information; buying influence studies; brand preference surveys and similar projects conducted as a service to (and in cooperation with) advertisers of energy-systems engineering equipment.

Readership Reports

To help advertisers improve copy techniques and get more value from their advertising, POWER subscribes to Starch Reports every month.

New Power Construction

These monthly bulletins are a service to POWER advertisers and report new construction and modernization projects in the field of energy-systems engineering.

Directory of Manufacturers' Agents

POWER compiles this directory to help advertisers build their distribution organizations. It contains vital information on over 2,500 manufacturers' agents.

Annual Plant Design Survey

POWER's design surveys, highly respected by top engineers, give design trends and details of new construction and modernization projects in energy-systems engineering. They cover steam, hydro and nuclear central stations as well as industrial electrical distribution, steam and plant services plans.

Plus... POWER's Market and Media Folder, the booklet "POWER in the Electric Utility"; many independent media preference surveys; editorial reprints and a wealth of other material.

Your POWER representative will be happy to assist you in any sales problem you may have. Chances are he has just the material to show you where your product belongs in the big and booming energy-systems engineering field.

Power

A McGRAW-HILL PUBLICATION

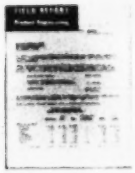
PRODUCT DESIGN ENGINEERING

Product Engineering offers able marketing help in the original equipment market...

INDUSTRY DATA — OEM

PRODUCT ENGINEERING's marketing staff develops and keeps updated all available information on specific industry markets within the OEM.

- Agricultural Equipment
- Aircraft & Parts
- Automobiles, Buses & Motor Trucks
- Boats & Ships
- Business Machines
- Chemical Processing Machinery
- Coal & Metal Mining Machinery
- Construction Machinery
- Defense Equipment
- Electrical Appliances
- Electrical Machinery & Equipment
- Food Processing Equipment
- Instruments
- Materials Handling Equipment
- Metalworking Machinery
- Missiles & Rockets
- Nuclear Equipment
- Oil well & Refinery Equipment
- Radio & Television
- Railroad Equipment
- Textile Machinery
- Miscellaneous Machinery & Equipment



Here are three recent studies:

The Weapons Industry – Facts on the nation's largest industry. Covered in this report: How orders are secured...the dominant role of OEM companies...how profits are made.

The Recreation Industry – The emphasis in this study is on the boating boom and OEM sales opportunities. Also covered is the resulting huge secondary market in accessories and equipment.

Business Machines – Reveals how this once quiet, conservative segment of the OEM is today a dynamic industry. The OEM sales outlook in each product category is presented.

Other studies are available and in process.

PRODUCT DATA — OEM

PRODUCT ENGINEERING's marketing staff also prepares data on a product basis. Specialized information on request.

- Metals & Alloys
- Nonmetallic Materials & Finishes
- Fabrication & Production Processes
- Power Transmission Elements
- Mechanical Parts & Components
- Fastening & Joining
- Motors, Engines & Controls
- Electrical & Electronic Components
- Hydraulic & Pneumatic Equipment

OEM NEWS

This 8-page monthly marketing piece presents industry reports, news of new products, new trends of the OEM, the opportunities presented to firms who sell to this $43-billion market. Studies of the people who initiate the buying for the OEM are presented, with suggestions on how best to reach them.

SELLING THE OEM

This is a manual of marketing in loose-leaf form. Individual registered copies of this comprehensive volume are available to sales and marketing managers or advertising agencies upon specific request to your PRODUCT ENGINEERING representative.

Contents:

- What is the OEM?
- The OEM – A $43-billion Sales Target
- Specifying Influences in the OEM
- The OEM Salesman
- Pinpointing OEM Sales Objectives
- OEM Selling Organizations
- Manufacturers' Agents, Distributors or Direct Salesmen?
- How to Keep Good Relations with Your OEM Sales Force
- Fit Your OEM Sales Methods to Your Company
- Training and Paying Your OEM Selling Force
- Advertising to the OEM
- Sales Promotion, Trade Show Exhibits and Public Relations

READER FEEDBACK

Editorial and advertising readership studies...action reports...buying influence and reading habits.

OTHER DATA AND SERVICES

How To Sell The OEM – A booklet citing actual cases on how to sell the complex, dynamic OEM. Revealed is the key role of the design engineer in this market's buying decisions, what he is looking for, how to help him, how to sell him. (Reprinted from "The American Salesman.")

118-Company Report – The OEM's growth characteristics are charted and compared with Gross National Product. The sales of the 118 largest OEM companies are given, and a quick picture of these firms' product development activities.

Market Research – PRODUCT ENGINEERING offers a full service on market research through its own staff and through McGraw-Hill's Research Department. If you have a marketing, advertising or selling problem which indicates the need for research, we will be happy to review it with you.

PRODUCT ENGINEERING

A McGRAW-HILL PUBLICATION

TEXTILE

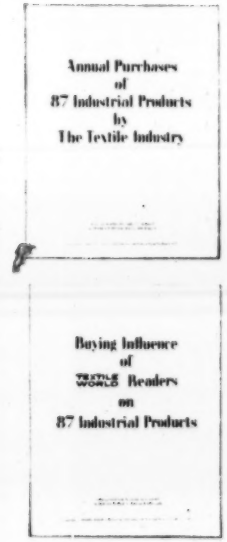
THE MARKET

Approximately 7,600 mills in the U.S.A. with annual sales of $14,500,000,000 comprise the textile manufacturing industry. Of these mills, 60% (5,000) represent 96% of the market potential. Capital spending by U.S.A. textile plants in 1960 is estimated at $480,000,000* with substantial increases over the following four-year period.

**13th Annual McGraw-Hill Survey – Business' Plans for New Plants and Equipment.*

THE PUBLICATION

TEXTILE WORLD serves management at the decision-making level in the textile manufacturing industry the world over. Its U.S.A. paid circulation is concentrated in the group of mills comprising the bulk of buying potential described above.



SELLING AIDS SOON AVAILABLE

Annual Purchase of 87 Industrial Products by the Textile Industry – This study is being prepared by the McGraw-Hill Research Department for distribution during the latter part of 1960. The first of its type and scope, the study covers the textile industry expenditures for 87 products

- AIR CONDITIONING, HUMIDIFYING, HEATING, VENTILATING
- BUILDINGS, BUILDING MATERIALS AND SERVICES
- ELECTRICAL EQUIPMENT
- EMPLOYEE SAFETY AND SANITARY EQUIPMENT
- INSTRUMENTS AND METERS
- LUBRICANTS AND LUBRICATING EQUIPMENT
- MAINTENANCE EQUIPMENT AND SUPPLIES
- MATERIALS HANDLING
- PACKAGING AND SHIPPING
- POWER GENERATION
- PRODUCTION MAINTENANCE CONTROL EQUIPMENT
- PRODUCTION EQUIPMENT AND SUPPLIES
- EMPLOYEE SERVICES
- TRUCKS AND PARTS

Buying Influence of TEXTILE WORLD *Readers on 87 Industrial Products* – Also available later in the year, this study measures the total buying influence (direct and indirect) of TEXTILE WORLD readers on the products in the above groups. Influence of each level of management from president down through overseer is measured.

The Textile Industry's only Technical and Management Publication.....

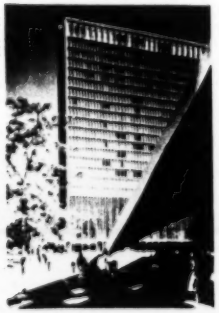
TEXTILE WORLD

A McGRAW-HILL PUBLICATION

WESTERN
ARCHITECTURAL

ELECTRICAL

Use McGraw-Hill "Westerns" to build sales in fastest growing market—
Among the market information available from:



WESTERN ARCHITECT & ENGINEER

"Annual Bill of Materials Required to Satisfy the Fastest Growing Market"—a study showing the annual dollar purchases of 55 building products in the Western states.

"Who's Specifying Your Products in the West's Annual $3.5 Billion Bill of Materials?"—booklet and slide-film presentation on the growth of building in the West and how selling in the West is different.

ELECTRICAL WEST

"The Job Ahead"—a 15-year look into the future by the editors of ELECTRICAL WEST. Examines the power requirements and energy resources of the West, outlines the growth pattern for the area, shows how it provides the greatest challenge in public service ever faced by the electrical industry.

"How to Get More Sales in the Largest and Fastest Growing Electrical Market"—a study showing annual dollar purchases of more than 100 electrical products in the West.

WESTERN
ARCHITECT
AND ENGINEER

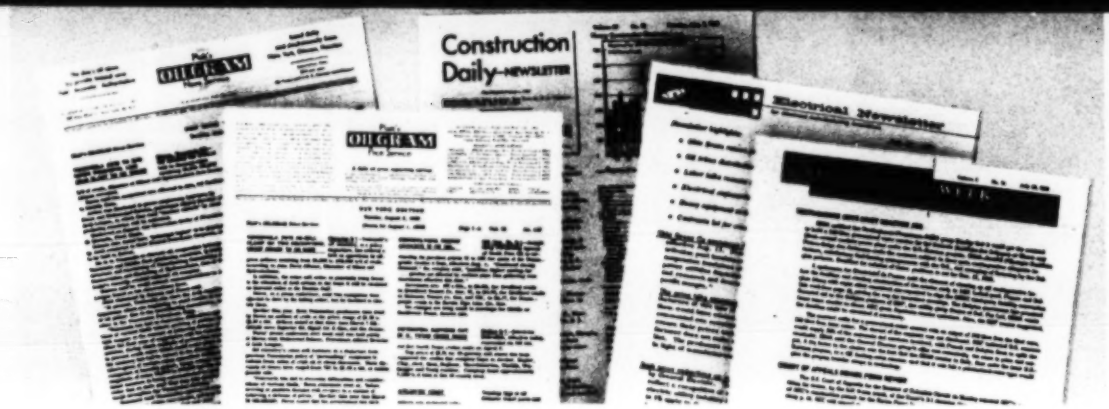
A McGRAW-HILL PUBLICATION

ELECTRICAL
WEST

A McGRAW-HILL PUBLICATION

PETROLEUM, CONSTRUCTION, ELECTRICAL

NUCLEAR



Established 1934 • Published daily

PLATT'S OILGRAM NEWS

A daily fast-reading report of current oil news and developments with world-wide coverage, serving executives in all divisions of the oil industry throughout the world. News is gathered by private leased wire, and the service is published simultaneously from New York, Chicago, and Houston.

Established 1923 • Published daily

PLATT'S OILGRAM PRICE SERVICE

A daily oil price reporting service covering world-wide and domestic prices and trading events in crude oil and petroleum products. The PRICE SERVICE is issued concurrently from New York, Chicago, and Houston, for oil executives throughout the world.

Established 1923 • Published daily

CONSTRUCTION DAILY

National business newsletter and report service for construction... reports construction business trends, materials supply and price trends, government regulations, new capital available and project status reports, restrictions, aids and appropriations on major construction jobs in the 50 states, Canada, Mexico and overseas. Over 75,000 such project reports in 1959, showed kind of work, location, owner, engineer or architect, contractors. It is published 5 days a week except holidays and mailed first class.

Established 1958 • Published weekly

ELECTRICAL NEWSLETTER

ELECTRICAL NEWSLETTER is McGraw-Hill's weekly newsletter, published exclusively for the top management of electrical manufacturing companies and their sales forces. Mailed first-class each Wednesday, the newsletter keeps these men up to date on the latest marketing information (domestic and foreign), outstanding new developments, equipment prices, labor and association news. Extra editions are issued as warranted by fast-breaking news developments.

Established 1960 • Published weekly

NUCLEONICS WEEK

Weekly news service for management in the fast moving field of nuclear power and applied radiation. NUCLEONICS WEEK provides world-wide coverage of nuclear power programs and economics, reactor projects and developments, industrial applications of radio-isotopes and other sources of radiation; political news affecting industrial atomics on the international, national, state and municipal levels; industrial safety and regulation in the nuclear field; companies in the field; new applications and processes in peaceful use of atomic energy and thorough coverage of Washington and AEC activities.

PROFESSIONAL

Widely consulted books that serve as cornerstones for your professional reading program

Here is professional advice and guidance from outstanding marketing practitioners—placed at your command in the McGraw-Hill books listed below. Prominent among these books is the *McGraw-Hill Series in Marketing and Advertising*, under the editorship of Steuart Henderson Britt, Professor of Marketing at Northwestern University and Managing Editor of the *Journal of Marketing*. For practical help in solving specific marketing problems refer to:

McGRAW-HILL SERIES IN MARKETING AND ADVERTISING

Advertising Layout and Art Direction
by Stephen Baker, Cunningham and Walsh, $13.50

Advertising Agency Operations and Management
by Roger Barton, Standard Rate and Data Service, $8.50

Marketing Research
by Richard D. Crisp, Guild, Bascom and Bonfigli, Inc., $7.95

Advertising Copy and Communication
by S. Watson Dunn, University of Wisconsin, $7.50

Successful Selling Strategies
by Charles L. Lapp, Washington University, $5.95

Motivation in Advertising
by Pierre Martineau, *The Chicago Tribune*, $6.00

Copy Capsules
by Hal Stebbins, Inc., $4.95

Sales Promotion that Gets Results
by Howard M. Turner, Jr., D'Arcy Advertising, $5.95

On the Writing onf Advertising
by Walter Weir, Donahue & Coe., $5.00

What Makes Women Buy
by Janet Wolff, J. Walter Thompson, $4.25

OTHER IMPORTANT REFERENCES:

Television Advertising
by Clark M. Agnew, Clark M. Agnew and Co. Inc., and Neil O'Brien, J. Walter Thompson Co., $9.50

Advertising At the Point Of Purchase
by The Association of National Advertisers, Inc., and the Point-Of-Purchase Advertising Institute, $6.95

Techniques for Marketing New Products
by Douglas Banning, $6.50

Why Do People Buy
by Fortune Magazine Editors, $3.95

How to Develop Successful Salesmen
by Kenneth B. Haas, Hofstra College, $6.00

The New Psychology of Selling
by Melvin S. Hattwick, Continental Oil Company, $5.95

The Powerful Consumer
by George Katona, University of Michigan, $6.50

Printing and Promotion Handbook
2/e, by Daniel Melcher, R. R. Bowker Company, and Nancy Larrick, Random House, $7.50

Successful Television and Radio Advertising
by Gene F. Seehafer, Needham, Louis and Brorby, Inc., and Jack W. Laemmar, J. Walter Thompson Company, $9.75

Handbook of Public Relations
by Howard Stephenson, Community Relations, Inc., $12.50

Open the Mind and Close the Sale
by John M. Wilson, National Cash Register Co., $4.00

AVAILABLE NOVEMBER

The Spenders

by Steuart Henderson Britt, Professor of Marketing, Northwestern University, and Managing Editor, *Journal of Marketing*. The latest addition to the McGraw-Hill Series in Marketing and Advertising, this book effectively destroys the myth that American business encourages reckless consumer spending...shows, instead, how business acts as the servant of the consuming public. It brings new insight to consumer actions and reactions, demonstrates how products are advertised and marketed for consumer benefit.

all books available on approval

McGraw-Hill Book Co., Inc.
330 W. 42nd Street • New York 36, New York

McGRAW-HILL PUBLICATIONS

DOMESTIC PUBLICATIONS

AMERICAN MACHINIST/
METALWORKING MANUFACTURING
AVIATION WEEK AND
SPACE TECHNOLOGY
BUSINESS WEEK
CHEMICAL ENGINEERING
CHEMICAL WEEK
COAL AGE
CONSTRUCTION METHODS
AND EQUIPMENT
CONTROL ENGINEERING
ELECTRICAL CONSTRUCTION
AND MAINTENANCE
ELECTRICAL MERCHANDISING WEEK
ELECTRICAL WEST
ELECTRICAL WHOLESALING
ELECTRICAL WORLD
ELECTRONICS
ENGINEERING AND MINING JOURNAL
E & MJ METAL AND MINERAL MARKETS
ENGINEERING NEWS-RECORD
FACTORY
FLEET OWNER
INDUSTRIAL DISTRIBUTION
NATIONAL PETROLEUM NEWS
NUCLEONICS
PETROLEUM WEEK
POWER
PRODUCT ENGINEERING
PURCHASING WEEK
TEXTILE WORLD
WESTERN ARCHITECT AND ENGINEER

INTERNATIONAL PUBLICATIONS

THE AMERICAN AUTOMOBILE
EL AUTOMÓVIL AMERICANO
INTERNATIONAL MANAGEMENT DIGEST
(LATIN AMERICA AND
OVERSEAS EDITIONS)
INGENIERÍA INTERNACIONAL INDUSTRIA
INGENIERÍA INTERNACIONAL
CONSTRUCCIÓN
METALWORKING PRODUCTION
(LONDON)

NEWS AND PRICE SERVICES

CONSTRUCTION DAILY
ELECTRICAL NEWSLETTER
NUCLEONICS WEEK
PLATT'S OILGRAM NEWS
PLATT'S OILGRAM PRICE SERVICE

BOOK COMPANY PUBLICATIONS

BUSINESS EDUCATION WORLD
TODAY'S SECRETARY

McGRAW-HILL SALES OFFICES

ATLANTA 9
1375 Peachtree St., N. E.
TRinity 5-0523

BOSTON 16
McGraw-Hill Building
COngress 2-1160

CHICAGO 11
McGraw-Hill Building
MOhawk 4-5800

CLEVELAND 13
Illuminating Building
SUperior 1-7000

DALLAS 1
Vaughn Building
RIverside 7-5117

DENVER 2
Tower Building
ALpine 5-2981

DETROIT 26
Penobscot Building
WOodward 2-1793

HOUSTON 25
Prudential Building
JAckson 6-1281

LOS ANGELES 17
1125 West 6th Street
HUntley 2-5450

MINNEAPOLIS 2
First National Bank Bldg.
FEderal 2-7425

NEW YORK 36
500 Fifth Avenue
OXford 5-5959

PHILADELPHIA 3
Six Penn Center Plaza
LOcust 8-4330

PITTSBURGH 22
4 Gateway Center
EXpress 1-1314

ST. LOUIS 8
Continental Building
JEfferson 5-4867

SAN FRANCISCO 4
68 Post Street
DOuglas 2-4600

TULSA 3
Enterprise Building
LUther 7-5594

FRANKFURT
85, Westendstrasse
Frankfurt/Main, Germany

GENEVA
2, Place du Port
Geneva, Switzerland

LONDON
95 Farringdon Street
London, E.C. 4, England

Headquarters for BUSINESS ECONOMICS Information

The McGraw-Hill Department of Economics staff interprets and analyzes the trends which affect business and reports these trends to readers of McGraw-Hill publications. It studies the factors affecting individual industries as well as the entire economy and provides weekly and monthly reports to McGraw-Hill editors as well as regular feature articles on economic and social problems.

New Forces in American Business, the Department's recently published book, is a careful analysis of the economic outlook for the 1960s. It answers the question with an emphatic yes, "Has the American economy got what it takes to sustain the remarkable record of growth and stability made since World War II?"

The Economics Department makes surveys each spring to determine: how much business plans to spend in the current year; and preliminary spending plans for the next three years on new plants and equipment. In addition it includes questions on the forces which determine the character and volume of business investment: sales expectations, planned increases in capacity, rates of operating capacity, volume of research and development expenditures, trends in modernization and expansion. This survey, published in booklet form, provides useful information on a subject of great national importance. The Department of Economics also does a fall survey which is a check-up on preliminary plans of business investment for two years ahead.

The Survey of Foreign Operations of U. S. Companies is a study of how much American companies are investing and plan to invest in the year ahead in producing facilities abroad. It shows the expected trend of exports for the year ahead as well as the anticipated sales volume of overseas subsidiaries.

Pulsebeat of Industry provides an industry-by-industry forecast of the year ahead. It is a comprehensive report on more than 40 major industries and their prospects for the coming year.

Keys to Prosperity is a compendium of data gathered from the department's annual surveys of *Business' Plans for New Plants and Equipment*. This booklet contains capital expenditures 1947-1963, research and development expenditures 1953-1963 and a whole series of other data relating to investment.

RESEARCH....

The McGraw-Hill Research Department has a staff of 35 individuals; does editorial, advertising and marketing research; has a group of some 200 field interviewers strategically located throughout the United States; and contributes regularly to the understanding of industry structure, buying influence and reader action for the business and industrial publications of McGraw-Hill.

READER FEEDBACK

Thirteen McGraw-Hill publications commission McGraw-Hill Research to contact personally a cross section of subscribers to report on the readership of each advertisement in selected issues. Other McGraw-Hill publications use Starch, Mills Shepard and Readex to keep advertisers and agencies posted on the performance of advertising.

TESTING ADVERTISING EFFECTIVENESS

Before-and-After Recognition Studies are made to measure the effectiveness of individual advertising campaigns. This is a cooperative activity among advertisers, agencies and McGraw-Hill. A mail questionnaire is sent to a cross section of subscribers to determine the awareness of readers to companies, products or themes, and after the advertising campaign has had an opportunity to take hold, a follow-up survey is made to measure the change in standing for a company. "How to Measure Preference for a Manufacturer" is a booklet which is available describing this service. (LAP #5170)

MARKET POTENTIAL

McGraw-Hill Research can determine potential for products used in any McGraw-Hill publication's field. Currently, for instance, we have underway for TEXTILE WORLD a major survey to evaluate the market for 87 products consumed by the textile industry.

LABORATORY OF ADVERTISING PERFORMANCE

At regular intervals McGraw-Hill Research publishes individual data sheets on the basic subject of How Advertising Works. This has been a continuing project over the last 15 years and contains about 250 releases all listed and available in the Index to the L.A.P. #0009.

McGRAW-HILL SALES OFFICES

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1375 Peachtree St., N. E.
TRinity 5-0523

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McGraw-Hill Building
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CHICAGO 11
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CLEVELAND 13
Illuminating Building
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DALLAS 1
Vaughn Building
RIverside 7-5117

DENVER 2
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OXford 5-5959

PHILADELPHIA 3
Six Penn Center Plaza
LOcust 8-4330

PITTSBURGH 22
4 Gateway Center
EXpress 1-1314

ST. LOUIS 8
Continental Building
JEfferson 5-4867

SAN FRANCISCO 4
68 Post Street
DOuglas 2-4600

TULSA 3
Enterprise Building
LUther 7-5594

FRANKFURT
85, Westendstrasse
Frankfurt/Main, Germany

GENEVA
2, Place du Port
Geneva, Switzerland

LONDON
95 Farringdon Street
London, E.C. 4, England

McGRAW-HILL PUBLISHING COMPANY, INC.

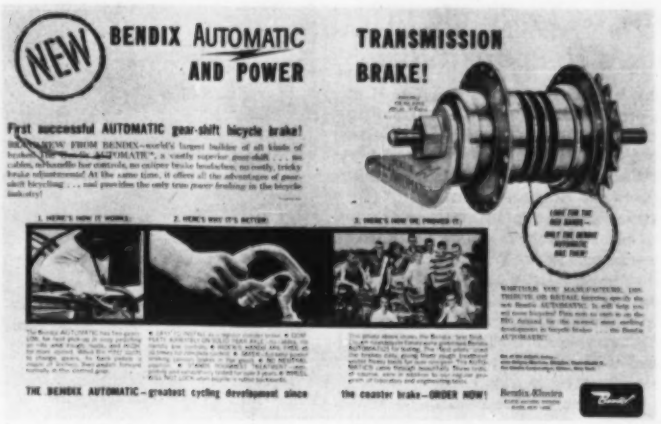
Information for Advertisers

"Iowa Markets—Facts vs. Fancy," a 52-frame film strip of up-to-date, detailed market information and comparative daily newspaper coverage figures on the 22 counties served by the **Cedar Rapids Gazette, Dubuque Telegraph-Herald,** and the **Waterloo Courier,** has been produced by the Iowa Three newspaper group. The film strip is available for showing to individuals and groups at both the agency and advertiser level. Requests for showings of the film should be directed to any one of the newspapers.

• "Before You Put Your Advertising Money on the Line," a market and media brochure for the **Gary Post-Tribune** and the **Hammond Times,** which includes data on population, households, effective buying income, retail sales and retail sales per household, is available from Jerry Woodard, *Gary Post-Tribune,* Gary, Ind.

• "For Sales Success in Arizona Take the Direct Route—the Phoenix Metropolitan Group," a market and radio guide prepared for **KTAR,** Phoenix; **KTAN,** Tucson, and **KYUM,** Yuma, has been released by Avery Knodel Inc. The guide highlights the expansion of population and wealth of the market, plus analyzing radio coverage, cost efficiency, merchandising, station facilities, programming, and includes a county-by-county sales breakdown of consumer goods. Additional information may be obtained from Charles Altura, Avery-Knodel Inc., 720 Fifth Ave., New York 19.

• A new market and media brochure for **Revue-Moteur** is available from C. Battis, Promotion Assistant, Wallace Publishing Co. Ltd., Montreal 26. #


NEW
BENDIX AUTOMATIC AND POWER TRANSMISSION BRAKE!
First successful AUTOMATIC gear-shift bicycle brake!
THE BENDIX AUTOMATIC—greatest cycling development since
the coaster brake—ORDER NOW!

NEXT, BIKES WITH FINS—*A new automatic transmission and power brake for bicycles, made by the Bendix-Elmira Division of Bendix Corp., Detroit, is being advertised in August and September issues of American Bicyclist & Motorcyclist and Bicycle Journal. MacManus, John & Adams is the agency.*

'World-Telegram' Boosts Two

The *New York World-Telegram & Sun* has promoted Thomas W. Black from ad promotion manager to marketing and research manager. Elliott Eakin, with the newspaper since 1952, will succeed him as promotion manager.

Johnson Joins WWL-TV

Phil Johnson has been named promotion manager of WWL-TV, New Orleans. He formerly was public relations director of the Fontainebleau Motor Hotel, New Orleans.

Eagle Adds Cunard to Name

Eagle Airways (Bermuda) Ltd. has changed its name to Cunard Eagle Airways Ltd. Cunard Steamship Co. bought control of the airline last March.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.

Boston Globe rep calls all-day Globe reader a nut?

SIR, ONLY A NUT WOULD READ BOTH THE DAILY GLOBE AND THE EVENING GLOBE. NOW, YOU'RE ENOUGH...
A NUT? WHO'S A NUT?
...UH...SEE...THEY'RE REALLY THE SAME PAPER. ONLY THE HARD NEWS CHANGES.
I AM NOT A NUT.
IT'S YOU PEOPLE WHO READ BOTH GLOBES THAT KEEP US FROM CLAIMING THE GLOBE COMBINATION GIVES ADVERTISERS 100% UNDUPLICATED CIRCULATION!
I'M NOT A NUT AND I CAN PROVE IT!
WALTER LIPPMANN WRITES THE SAME COLUMN IN BOTH THE DAILY AND EVENING GLOBE...RIGHT?
RIGHT
DOES THAT MAKE WALTER LIPPMANN A NUT?
WELL, ANYWAY, ONLY THE GLOBE OFFERS ALMOST 100% UNDUPLICATED CIRCULATION
The Boston Daily Globe
Khrushchev Ill With Flu, Postpones Visit to Paris

Because The Boston Daily Globe and The Boston Evening Globe are practically the same paper, almost nobody reads them both. That means advertisers get less wasted, duplicated circulation. And that's not all. The Globe also gives you more home delivery and a much bigger Sunday circulation. It has more classified, more color linage than any paper in Boston. You get more of *everything* — especially readers.

The Boston Globe gives you more of everything
especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Packard Book Hits 'Waste' as Endemic in Society, Not Solely Admen's Responsibility

NEW YORK, Sept. 23—"A society in which consumption has to be artificially stimulated in order to keep production going is a society founded on trash and waste, and such a society is a house built upon sand."

With this quote from the late Dorothy L. Sayers, peerless mystery story writer and onetime copywriter in a London agency, Vance Packard launches his latest critique of American society, "The Waste Makers" (David McKay Co., $4.95).

"The Waste Makers," to be published next week, charges, in essence, that American life today is too materialistic. Mr. Packard says this in many ways throughout this book. He calls it "consumerism"; "hedonism for the masses"; "the commercialization of American life."

He alleges that many manufacturers seek to grow though "planned obsolescence." He says they are producing products of inferior quality, products engineered to wear out in a short time. He says that product improvements often are nothing more than frivolous style changes with no functional value.

■ Mr. Packard asserts that absorption with acquisition "appears to be becoming a hazard of major proportions." He wonders "if a society can have too much of a good thing and can begin suffering from a surplus of happiness."

Advertising naturally plays a key role in this subversion. "More and more money is being set aside to create a demand for each unit of goods to be moved," Mr. Packard notes.

"Money spent for advertising in the U.S. has risen considerably faster than total sales have risen. The money spent to sell motor cars is a case in point. The amount spent per car more than doubled on almost every U.S. make of car during the '50s, and for most makes the amount more than tripled," he writes.

To show the "unprecedented saturation" of American life with advertising, he cites advertisers on the difficulty they have in making themselves heard. He cites General Foods on the 1,518 selling messages beamed at the typical American family in an average day; McCann-Erickson on the "advertising traffic jam in media"; and Batten, Barton, Durstine & Osborn on the amount of advertising today being "staggering."

■ While Mr. Packard points his "*J'accuse*" finger mainly at marketers of consumer goods, he appears, this time, to be pulling his punches. Although the publisher proclaims on the jacket that his book tells "how they work on us, how they are undermining our values, how they endanger our future," Mr. Packard tries to make clear in the very first chapter that his indictment is all-embracing and that no one should be singled out for blame.

"When I refer to the waste makers at large in the land," he writes, "I refer primarily to those who are seeking to make their fellow citizens more prodigal in their daily lives. In a broader sense, however, it could be asserted that most Americans are becoming waste makers. If I can help it, there will be no villians in this book.

"A charge of rape cannot be sustained by an adult when consent or cooperation has been given. Prodigality is the spirit of the era. Historians, I suspect, may allude to this as the Throwaway Age."

■ What would Mr. Packard have us do?

His prescription seems to be compounded of a return to Thoreau and Emerson plus support for the Galbraith-Schlesinger thesis that more of the nation's resources be devoted to public works such as housing, education and health.

Mr. Packard suggests "restoring pride in prudence," "restoring pride in quality" and more emphasis on spiritual values.

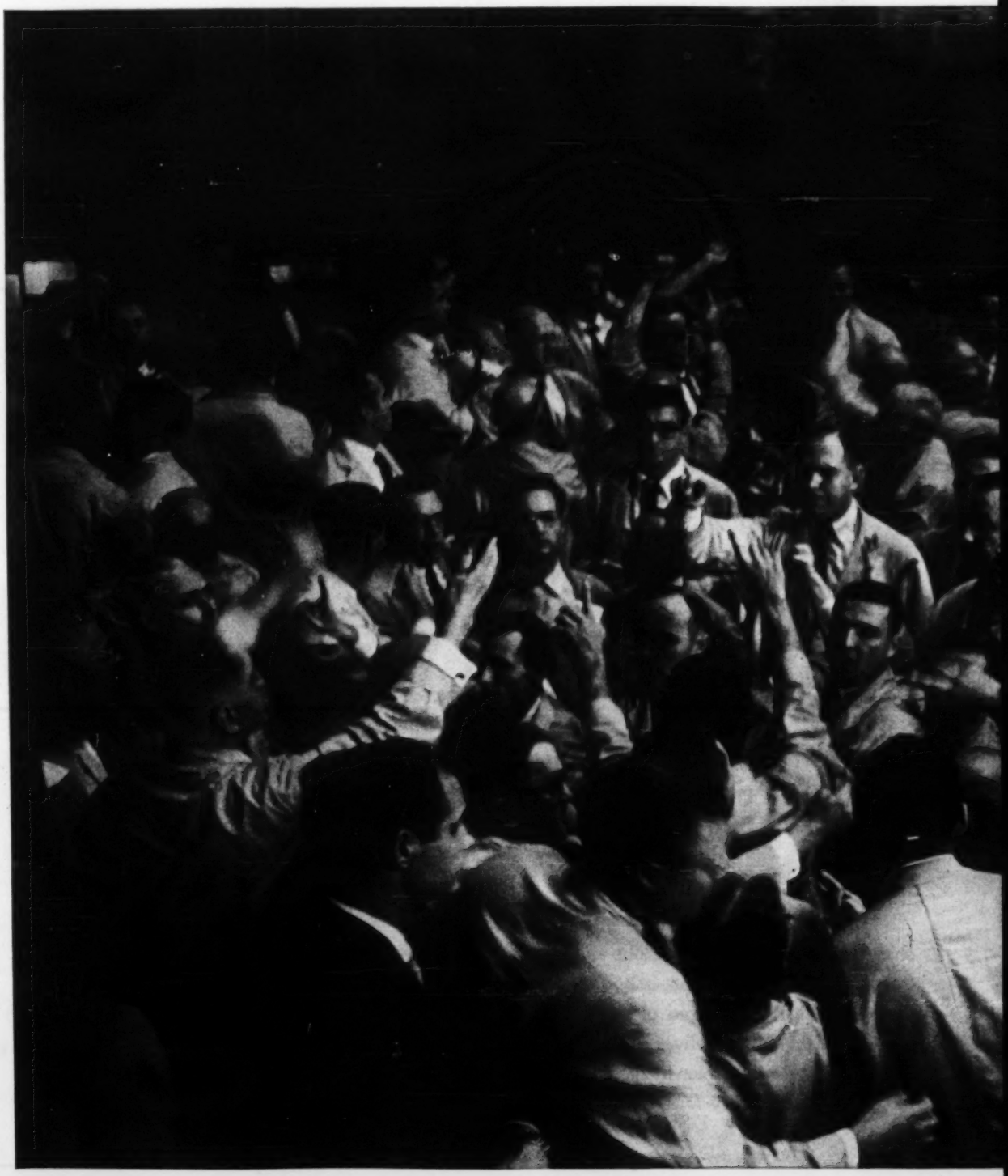
"It is conceivable," he says, "that the U.S. may reach a point where it will even consider it advisable to turn down its machinery of desire stimulation somewhat." And he adds: "It is also quite conceivable that Americans might ultimately learn to lead stimulating lives at a somewhat lower level of consumption without feeling deprived or oppressed."

Mr. Packard would have us all take out subscriptions to "Consumer Reports," which emerges as one of the heroes of this book. (Another hero, incidentally, is E. B. Weiss, merchandising director of Doyle Dane Bernbach Inc. and columnist for ADVERTISING AGE, whose barbed comments are quoted admiringly.)

■ Mr. Packard also turns out to be somewhat of a neo-Malthusian. The "population explosion" doesn't excite him; in fact, it frightens him, raising "disagreeable pros-

NEW DIMENSION—*General Mills has added outdoor advertising spectaculars in the Minneapolis area, Milwaukee and Los Angeles to its print and tv schedule for Betty Crocker cake mixes. Boards will be rotated every 30 days in the 12-month campaign. Batten, Barton, Durstine & Osborn is the agency.*

In Chicago



Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

pects for the future." He thus comes out four-square for the oral contraceptives, Japan's policy of legal abortion and revision of the income tax laws to discourage big families. He would have Congress rig the internal revenue code so that instead of a standard $600 deduction for each dependent, we would get $800 for the first child, $600 for the second, $400 for the third and $200 for any additional children.

In his closing remarks, Mr. Packard says the "down with materialism" crusade will probably not get very far unless there is a change in the ways of advertising men. He calls advertising "one of the great instruments of social control operating in the U.S."—on a par with the church, school and industry as a major influence—and he says hopefully:

■ "Perhaps this infant institution, as it matures, will develop an idealism, a deeper sense of responsibility, and a mission to improve man in ways that will have enduring value. Let us hope that this evolution will come in decades, rather than the millenniums which it took the other institutions to develop.

■ "Advertising leaders have recently been drawing up manifestoes that have a revolutionary ring. They talk about the need for a new ethical course and for helping the nation achieve a new sense of purpose and dedication to the right and good. The president of the Advertising Council asserted: 'A good many people are getting fed up with dishonesty and phoniness and the extreme success worship.'

"The public can encourage the trend of advertisers to group for a new and higher course by rewarding—by their purchases and comments—those advertisers who make their appeals in a responsible, respectful and dignified manner, and who show awareness that there can be important non-material values in life." #

COUPLE OF DOLLS—*Ventriloquist Shari Lewis looks very compatible with the sponsor's product as she rehearses the commercials for Ideal Toy Corp.'s hour tv spectacular, which was scheduled for airing Sept. 18 on about 21 stations. Time for this spot schedule, starring Miss Lewis, was cleared through Grey Advertising.*

NNPA Survey to Be Basis of Expanded Newspaper Research

MINNEAPOLIS, Sept. 20—The National Newspaper Promotion Assn. will undertake a comprehensive inventory of newspaper research as a first step in an over-all plan to expand newspaper research activities.

Earl Deutschman, director of the communications research center at Michigan State University, East Lansing, has been commissioned to carry out the initial work in the study.

"We want to know exactly what advertisers and agencies think of newspaper research efforts," said Sidney Goldish, research director of the *Minneapolis Star* and *Tribune* and chairman of the NNPA research committee.

"And we want to help more newspapers, particularly medium-size and small ones, expand and improve their research programs. Above all, we want to see newspaper research become more productive."

■ He said that in the first phase of the study, detailed case histories would be made of research activities of leading newspapers. In a second phase to come later, a detailed phone and mail questionnaire will be used to survey a larger cross-section of newspapers. #

Liquor Ads May Be Legalized in Manitoba

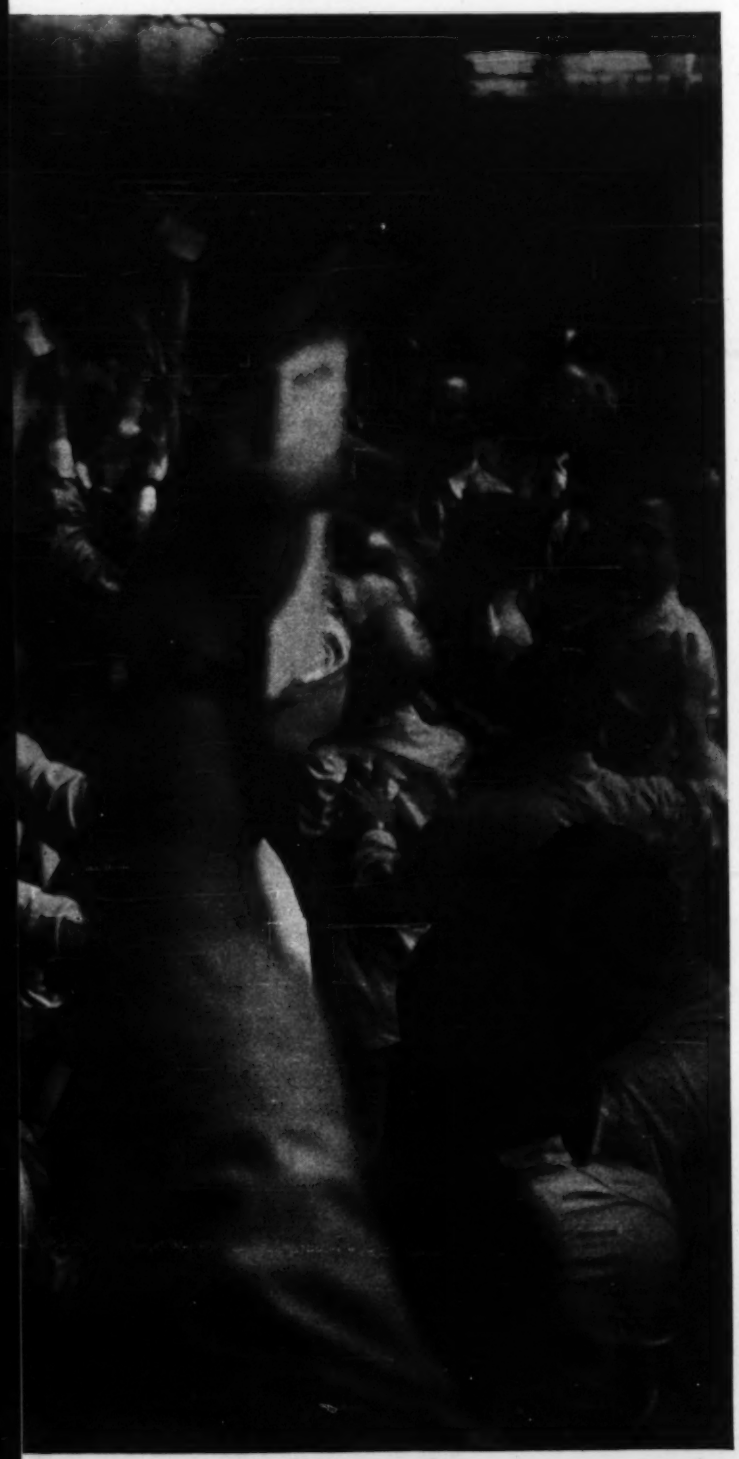
Legalizing of liquor advertising in Manitoba is expected within a year. The government reportedly plans to introduce a bill legalizing the advertising of liquor at the next session of the Manitoba legislature.

A new national code of ethics for liquor advertising is being developed, and the Manitoba bill would follow the same outline. The bill would permit advertising of liquor and beer by brand name, but would outlaw illustrations of glasses and bottles and family scenes involving drinking.

Standard-Vacuum Boosts Levick

Douglas G. G. Levick, has been named coordinator of marketing of Standard-Vacuum Oil Co., White Plains, N.Y. Mr. Levick was formerly assistant to his predecessor, the late MacDonell Roehm.

. . . the Board of Trade is the world's greatest speculative grain market. Here, prices paid for wheat help determine what the nation's housewives pay for a loaf of bread. And here, too, at each of its six trading pits, fortunes are won and lost every day.



In Chicago

WGN

RADIO

reaches more homes

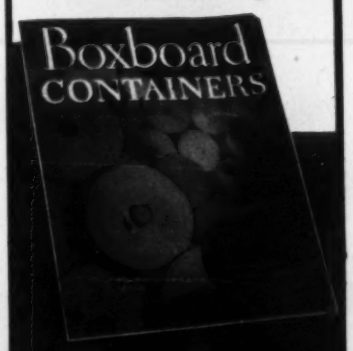
than any other

Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility

Are you overlooking a $3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact

Boxboard CONTAINERS

A Haywood Publication

Chicago: 6 N. Michigan Ave., CE 6-3690

New York: 369 Lexington Ave., MU 3-8432

Together for good reason
TOGETHER is the stimulating magazine
of more than 900,000 families who rank high in
discretionary expenditures.
88.4% of TOGETHER families live in single-family dwellings.
53.4% have power mowers. 32.0% own home freezers.
They think and act within the
framework of their mutual interest in church
and community affairs. They participate. They communicate.
They give added impetus to your sales message —
when TOGETHER is on your media list.
Together
The midmonth magazine for Methodist Families
740 RUSH STREET, CHICAGO 11, ILLINOIS
ABC
Together

Here's where the idea was born ....for the 1066
Until today, only a barber could shave you so close with such comfort
1066
SCHICK
3 SPEED RAZOR

CAMPAIGN LAUNCHER—*This b&w spread in Life, Sept. 19, introduced the Schick 1066 three-speed razor. The ad will be backed with spot tv in the top 50 markets, "The Witness" on CBS-TV, and follow-up pages in The New Yorker, Sports Illustrated, Time, Wall Street Journal as well as Life through Christmas. Benton & Bowles, New York, is the Schick Inc. agency.*

To Be Effective in Negro Market, Ad Must Indicate Heightened Prestige, Johnson Finds

NEW YORK, Sept. 20—The Negro consumer "has to be pre-sold through a system of social processes which establish the brand as a symbol of status and racial progress," according to Dr. Frank G. Davis, director of research of Johnson Publishing Co.

Speaking before the Marketing Executives Club here Thursday, Dr. Davis said the first step for advertisers in scoring with the Negro buyer is to show him that the product will help him increase his self-respect.

The advertising, he continued, must indicate that the Negro is recognized as a new consumer. Behind the Negro's decision to buy or not buy, he said, are two factors: His desire for social acceptance and sociability and his desire to "compensate for a sense of self-depreciation" caused by racial animosities.

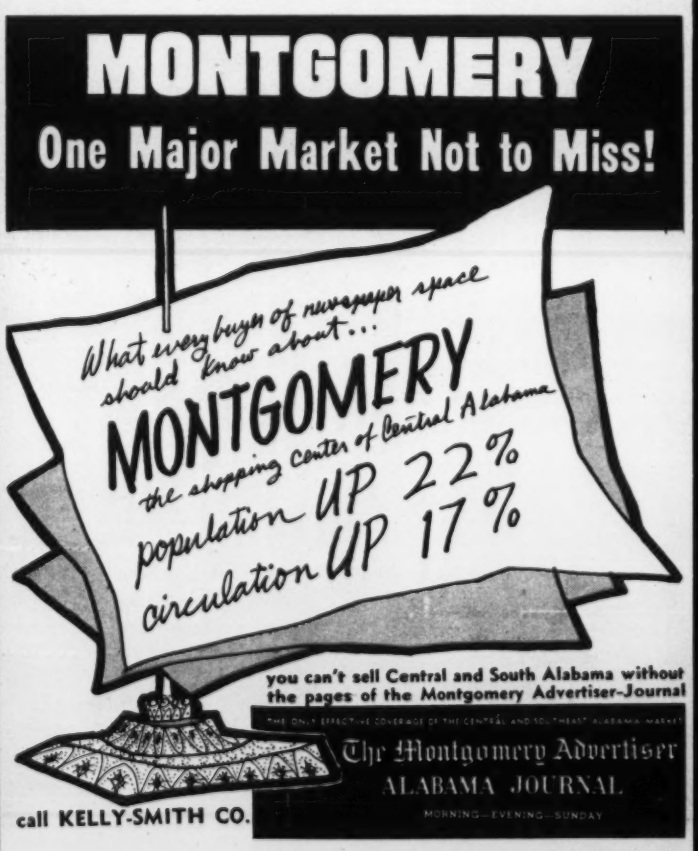
■ Don Connell, vp of the Market Research Corp. of America, said the Negro market includes 19,000,000 people with a gross income of $19 billion. Over 75% of all Negroes live in cities of 50,000 or more, he said, adding that the Negro population is increasing 57% faster than the rest of the population.

Median age of this market, said Mr. Connell, is 23.4 (compared with 30.2 years for whites), and the average urban family has an income of $3,500. In larger cities, this figure increases to more than $4,000.

■ One-third of all Negro workers are in manufacturing; about 212,000 Negroes currently are attending college and professional schools, a figure which has almost doubled in the past few years.

Mr. Connell said Negroes have "built up a distrust for bargains" and are predisposed toward quality brands. Because of a fear of possible embarrassment, Negroes limit their visits to restaurants, he said, with the result that in the home they spend from 7% to 12% more on food than whites.

■ In addition, Negroes spend 8% to 12% more on clothes than do whites, and 24% to 28% more on cosmetics and toiletries. Moreover, they are above-average customers for frozen vegetables, processed milk, canned peas, pre-cooked rice, regular packed rice, all-purpose flour, refrigerated biscuits, fresh lemons and spaghetti. #


MONTGOMERY
One Major Market Not to Miss!
What every buyer of newspaper space should know about...
MONTGOMERY
the shopping center of Central Alabama
population UP 22%
circulation UP 17%
you can't sell Central and South Alabama without the pages of the Montgomery Advertiser-Journal
call KELLY-SMITH CO.
The Montgomery Advertiser
ALABAMA JOURNAL
MORNING—EVENING—SUNDAY

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Detroit News 5th Quinquennial Survey

Free Diagnosis by Computer Helps Push N. Y. Life Fair Exhibit

DETROIT, Sept. 20—An estimated 300,000 persons visited a New York Life Insurance Co. exhibit at the recent Michigan State Fair here.

The exhibit was built around (1) a question: "How much life insurance is enough?" and (2) an electronic computer capable of supplying the answer in 30 seconds. The computer was pre-fed about 4,000 case histories, digesting such basic information as age of an insured's wife, number of children, and his salary. It then calculated the amount of insurance, combined with social security, a person requires to meet minimum income needs. The information is printed on a tape.

Fair visitors were drawn to the exhibit by brightly lit signs, offers of shopping bags, literature and a gratis hop on a scale to check one's weight. New York Life also offered a daily drawing for a free transistor radio.

■ In addition, the exhibit housed the broadcasting booth of disc jockey Robert E. Lee, of WJBK, who was on the air daily between 2 and 7 p.m.

The exhibit "not only put the company name before a large public, it allowed its agents the opportunity of face-to-face contact with prospective policyholders," New York Life reported. The exhibit, which will next be seen at the Long Island Fair in October, won a top award here as "best educational-commercial exhibit." #

AT THE FAIR—*New York Life Insurance Co. exhibit at Michigan State Fair in Detroit attracts public with the offer of a fast answer to the question, "How much life insurance is enough?"*

Seek to Combine Florida Groups' Ad Efforts

Manatee County commissioners have been asked to combine their advertising funds with the city of Bradenton, Fla., and appoint a seven-man committee which would control all advertising for that area. Currently, the city of Bradenton puts $17,500 annually into Greater Bradenton Chamber of Commerce advertising and Manatee County donates $30,000. Boosters of the consolidation plan hope to combine these two sources into one big fund.

Daniels Opens Own Agency

S. T. Daniels & Co., a new industrial agency, has opened for business with headquarters at 654-A Godwin Ave., Midland Park, N. J. The new company is headed by Stuart T. Daniels, formerly a member of the advertising and marketing staff of Union Bag-Camp Paper Corp. Its keystone account is National Laboratories & Mfg. Corp.

Kimberly-Clark Film Traces History, Tells Uses of Trademarks

CHICAGO, Sept. 20—Corporate identification, its uses and its importance, are explained in a new 17-minute color film, "Faces & Fortunes," produced by Kimberly-Clark Corp., Neenah, Wis., which was premiered here last night at the National Paper Trade Assn. convention.

Tracing the history of symbols and marks from the medieval period to the present, the film stresses the importance of corporate identification to attract interest to the company and what it makes.

A trademark should be clean and memorable and must work for the company. It must not be tricky or obscure, the film points out, and it should be used in every conceivable way—on packages, on buildings, stationery and vehicles.

"Faces and Fortunes" maintains that when there is order and consistency in a company's visual communications an identity for the company emerges. The film was produced and directed by Morton and Millie Goldshall, Chicago, internationally known designers. #

SWINGLES. CUSTOM MADE ONLY $68 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL

Now Sell The Mass Market Efficiently

reach more than

75,000

men responsible for

WAREHOUSING · TRANSPORTATION ·

CIRCULATION ANALYSIS*		
SIC Group	Description	Circulation
B (10-14)	Mining	2,003
C (15-17)	Construction	3,464
D	Manufacturing	
(20-32)	Non-metal Processing	33,028
(33-39)	Metalworking	19,428
E (40-49)	Transportation, Communications and Utilities	8,718
F (50-59)	Wholesale and Retail	11,809
	TOTAL	78,450

*AUGUST, 1960, ISSUE

HANDLING & SHIPPING ILLUSTRATED now provides complete coverage of the entire mass market for handling, packaging and shipping equipment. You get *total* coverage that includes, not only the packaging and shipping function but now includes warehousing, transportation and traffic as well.

HANDLING & SHIPPING ILLUSTRATED takes your sales message to men throughout industry and commerce who are responsible for the movement of goods.

Readers get the help they need to take materials and products in and out of warehouses and storage, and off their shipping docks on the way to the next destination.

John Begg Whisky Ads Show Punishments for Witchcraft (Being Possessed of Evil Spirits)

NEW YORK, Sept. 20—J. M. McCunn & Co., the House of John Begg, is kicking off an extensive ad campaign carrying the very threat of hellfire and eternal damnation to retailers who don't sell quality.

Confined at present to trade magazines and newspapers, the campaign is entitled the "punishment series," and the illustrations are based on the punishments dealt out to witchcraft addicts in the 1600s.

The series, according to Katz, Jacobs & Co., agency for the House of John Begg, "bears in mind the fact that this punishment can happen to those who are uncareful." And in the agency's book of words, "uncareful" means "possessed of evil spirits."

The agency boasts of having boosted John Begg sales 40% last year with a campaign themed, "Things you need when..." Among the occasions depicted—performing the cha-cha-cha, entertaining, duck hunting, tight rope walking, and going abroad. #

Slater Heads McGraw-Hill 'Automotive Group'

McGraw-Hill Publishing Co., New York, has allocated additional responsibilities to John E. Slater, publisher of *Fleet Owner*, who will become publisher of *American Automobile* and *El Automovil Americano*.

The two magazines will remain in the company's international division, but will be brought under one publisher to make the best use of the automotive group's sales and editorial resources.

Eugene Weyeneth, who published the two magazines, continues as publisher of the company's other international magazines.

A retailer should be careful of what he features... and sells
A retailer should be careful of what he buys ...and sells
A retailer should be careful of what he suggests... and sells

EVIL SPIRITS—*These ads are part of the House of Begg's "punishment series" in beverage books this fall.*

Link, Houston Join D-F-S

Phyllis Houston, formerly with Young & Rubicam, has joined Dancer-Fitzgerald-Sample, New York, as a copywriter. James Link, formerly with Sullivan, Stauffer, Colwell & Bayles, has joined D-F-S as a print art director. The agency has also elected four copy supervisors, Gertrude Brooks, Otis Winegar, Paul Gioni and Stanley Baum, vps.

Schenley Budgets $5,000,000 for Ads in Big Yule Drive

NEW YORK, Sept. 20—Schenley Distillers Co. is investing more than $10,000,000 for packaging, advertising and promotion of its liquor gift line for the holiday selling period.

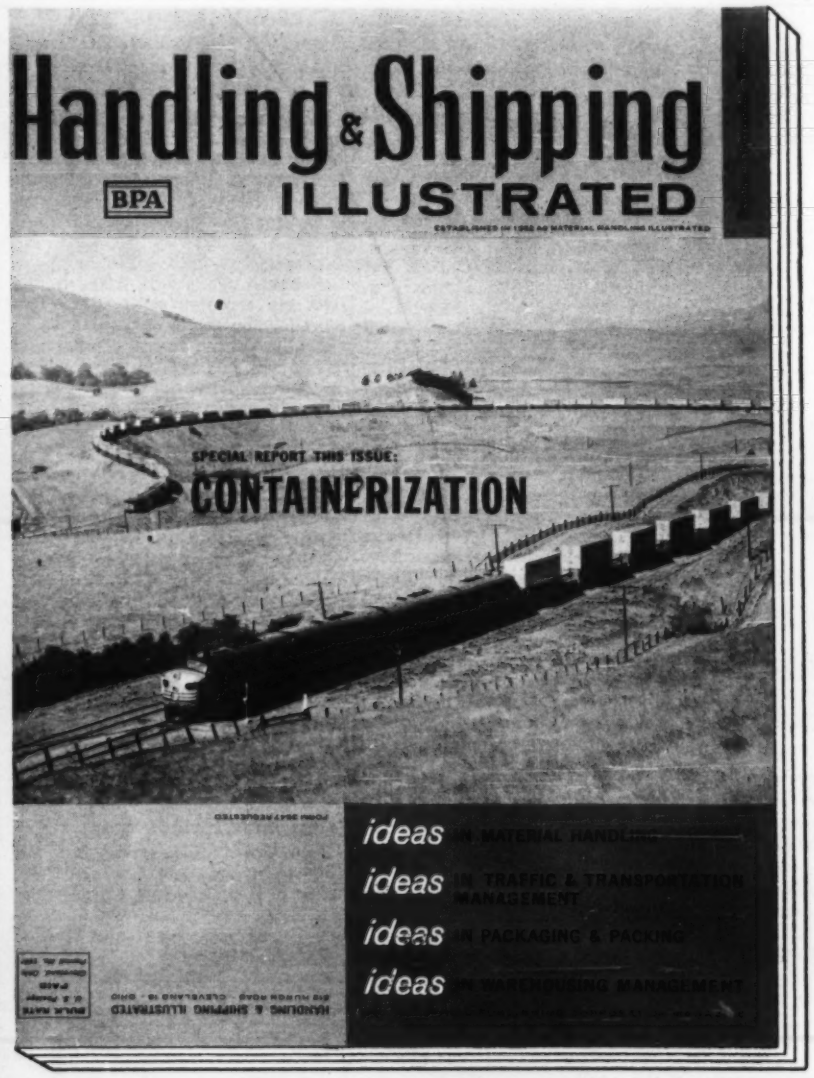
Announcing this to the company's distributors here, Seward Eric, eastern division manager, said that Americans will have spent a record $5.5 billion on distilled spirits during 1960. About 40% of their purchases will be made during the coming holidays.

Mr. Eric said Schenley is investing more than $2,500,000 for packaging; $2,500,000-$3,000,000 for merchandising and promotion; and some $5,000,000 for advertising.

He asserted that the industry is entering its greatest period of growth and development since Repeal and predicted industry sales will be up 8% over the record high of $5.1 billion in 1946.

Whisky sales are expected to be evenly divided between straights and blends, whereas 15 years ago blends accounted for 85% of the whisky sold in the U.S., the Schenley executive said.

Women account for four of every 10 purchases. Their taste for milder, lighter-bodied whiskies helps to account for the fact that scotch and Canadian whiskies are three times as much in demand as in 1946, he said. #



Published
6 times a year:

February
April
June
August
October
December

TRAFFIC · SHIPPING · PACKAGING

This broad editorial concept will make HANDLING & SHIPPING ILLUSTRATED more valuable than ever to the mass market readers — and to your marketing. Add to this new value these basic advertising benefits that remain unchallenged:

- True mass market circulation — over 75,000 — in the shipping, warehousing, material handling and packaging field; the *broadest coverage* you can buy.
- The *lowest cost* per thousand of any publication in the field — even lower than the simplest direct mail.
- Six-times-a-year frequency to give your campaign *effective continuity* at economical cost.

Don't miss the opportunity to deliver your sales message to this vital market — make sure you include HANDLING & SHIPPING ILLUSTRATED on your 1961 advertising schedule.

Handling & Shipping ILLUSTRATED
Established in 1952 as MATERIAL HANDLING ILLUSTRATED
AN INDUSTRIAL PUBLISHING CORPORATION MAGAZINE
812 Huron Road • Cleveland 15, Ohio / Offices: New York • Chicago • Los Angeles • London

WTRF-TV STORY BOARD

Remember when popular summer resorts used to report that there were a large number of girls looking for husbands and not a large number of husbands looking for girls? (Chee, whose memory is that good?)
"Starsview 7" wtrf-tv

Remember the good old days when charity was a virtue and not an industry?
wtrf-tv "Starsview 7"

Remember when you used to ask the wife to surprise you for dinner and she used recipes rather than soak the labels off cans?
"Starsview 7" wtrf-tv

Remember when a pied piper was not a drunken musician?
wtrf-tv "Starsview 7"

Remember, when you want to sell the two million people who earn over 2½ billion dollars spendable income annually in the Wheeling-Steubenville Industrial Ohio Valley Market, they are SOLD by WTRF-TV from Wheeling. Ask the Hollingbery folks for the wtrf-tv specifics!
Wheeling wtrf-tv

Remember when part of what you earned belonged to you?
"Starsview 7" Wheeling

Remember when folks just lived in the present and not in the present—tense?
Wheeling "Starsview 7"

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Meet the people at Animation, Inc. That's Jacques Rupp, there on the ladder – Jacques paints backgrounds, does story, and layout. I guess he studied under the well-known Jackson what's – his name.

animation inc.

736 NORTH SEWARD STREET HOLLYWOOD 38, CAL
CHICAGO • DETROIT • SAN FRANCISCO • NEW YORK

New Golf Book to Bow Nov. 1

Gulf Coast Golf, a new monthly golf magazine, will be published Nov. 1 by Seco Publications, 500 Fargo, Houston, Tex. It will guarantee readership of 3,000 golf playing members of 45 country clubs in the Gulf Coast area. The onetime, page ad rate is $130. Publishers are John Thomas and Mrs. Amy G. Fisher.

De Champ Joins Biddle

Jack W. De Champ has joined Biddle Co., Bloomington, Ill., as an account executive. Mr. De Champ previously held advertising and marketing positions with Crush International, Evanston, Ill., and Sunbeam Corp., Chicago.

Bertram Yacht Names Mogge

Bertram Yacht Co., Miami, has appointed Arthur R. Mogge Inc., Miami, as its agency. A national ad campaign utilizing boating publications is scheduled to begin with the January boat show issues.

WINNER—*Mrs. Joseph Williams of Chicago (right) receives the first pair of tickets awarded by Serta Associates, national bedding manufacturers group, from Dody Goodman, star of one of the traveling road companies of the Broadway hit, "Once Upon a Mattress." Serta, which is supplying all the mattresses for the musical, will sponsor a how-many-peas guessing contest in 125 cities where the show will appear. Producers of the show created an extra character, Sir Serta, and wrote him into the show as another promotional device.*

70% of Moms Still Dish Out Desserts, 'Good House' Finds

NEW YORK, Sept. 20—Despite this weight-conscious era of the low-calorie diet, 70% of American women still serve their families dessert on a regular basis after dinner.

A survey by *Good Housekeeping* among 1,892 members of the magazine's consumer panel shows that Americans still believe that the main meal of the day is not complete without dessert. However, 25% of the respondents said they try to serve their families low-calorie desserts, and 10% serve "diabetic" (sugar-free) ice cream.

Another indication of these weight-conscious times, is the fact that fruit is the most frequently served dessert, summer or winter. In summer, ice cream is the runner-up followed by cookies, gelatin desserts, cake, pie and cheese. In winter, cookies are the second most frequently served dessert, followed by ice cream, cake, pie, gelatin desserts and cheese.

The survey also showed that 22% of women are serving desserts "less often" than 5 years ago; 19% said "more often," and 47% said "about the same."

■ The most popular ice cream flavors are still those perennials: vanilla, chocolate and strawberry, in that order, the survey revealed. And apple pie and chocolate cake still remain the nation's favorites in their categories.

As for packaged mixes, their greatest popularity is with the cake makers—77% of the women had baked ready-mix cakes in the past six months, while 71% had baked home made cakes.

Copies of the 86-page report on the survey are available from Lorna Opatow, research director, *Good Housekeeping*, 57th St. at 8th Ave., New York 19. #

Haywood Promotes Four

James E. Corwin has been named 1st vp of Haywood Publishing Co., Chicago. He joined the company as comptroller in 1957. In other promotions, Lee B. Bergstrom was named publisher of *Consumer Packaging* and *Industrial Packaging*; Ted Richard was appointed publisher of *Boxboard Containers* and director of Haywood's market development group, and Norman A. Olson was promoted to director of editorial and marketing services for the company's packaging publications.

Jones Joins Hale Printup

John Covert Jones has joined the advertising sales staff in the Miami office of Hale Printup & Associates. Mr. Jones previously was a member of the New York sales staff of *Printers' Ink*.

Guide to
HOME-PLANNING
Literature
YOURS FOR THE ASKING
This valuable folder offers free information on many of the most important types of products and services you are now considering for your new home... including latest products and developments you should know about.
Don't miss this convenient opportunity to
Get the facts before you buy!

IN THIS MARKET, OPPORTUNITY KNOCKS *Just Once!*

Families building custom homes make many big buying decisions just once 2⅓ billion dollars worth this year Only F. W. Dodge can introduce you to these families . . . economically . . . at decision time!

Through the GUIDE TO HOME-PLANNING LITERATURE, you can reach each year approximately 100,000 'one-time' buyers of materials . . . equipment . . . furnishings . . . services . . . for their own new custom homes. These families are the cream of the market. They spend an average of 35% more to get all they want in a house. But they are in the market for only a very short time.

Dodge's GUIDE TO HOME-PLANNING LITERATURE is a unique, effective medium that offers literature promoting the products and services of leading companies to custom-home planners. On a day-by-day basis, Dodge mails the GUIDE to these top prospects, as they are discovered and verified by its field staff of over 1000 construction news reporters. Dodge immediately processes the returns and supplies to each participating firm, on gummed labels, the names and addresses of those requesting that firm's literature.

Only by using the GUIDE – custom-built for the job by Dodge – can you reach these families when their 'one-time' interest in your type of product or service is at its peak . . . and for no more than about the cost of a postage stamp apiece!

Check for yourself the outstanding results this new medium has achieved for a wide variety of companies. WRITE TODAY for a copy of the GUIDE, examples of actual results, and descriptive literature. Next closing is October 15. Standard agency commissions apply.

F. W. Dodge Corporation
Construction News Div., Dept. ADA 90A
119 West 40th Street, New York 18, N. Y.

Name_____

Company_____

Address_____

City_____ Zone____ State____

F. W. DODGE CORPORATION

F. W. DODGE CORPORATION

Other Dodge publications and services: Architectural Record • Sweet's Catalog Service • Dodge Reports • Dodge Construction Statistics.

TALK ABOUT **COVERAGE!**

9 OUT OF 10 FAMILIES

9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE, 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE; GET ONE OR BOTH OF THESE NEWSPAPERS.

Nashville Banner
PLAN $16 MILLION IN HOMES

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

NEWSPAPER PRINTING CORPORATION, Agent
THE BRANHAM CO

The Examiner is 5 Million Lines ahead of the Boom

in Northern California

The City as Californians refer to San Francisco is the hub of a surging boom in northern California. Sometime in 1958, according to the experts, northern California picked up speed. Growth rate of its industry and population is outrunning the rest of the state.

Even before 1958, ***The City's*** big newspaper, The Examiner, was outrunning its competitors in people and business. Its daily circulation is largest in its history, and daily and Sunday its circulation is largest in northern California. Its advertising leadership is 5 million lines more than its nearest competitor. Today, as always, The Examiner continues to maintain its position as northern California's leading newspaper.

AMERICA FIRST

San Francisco Examiner

MONARCH OF THE DAILIES

Represented Nationally by
Hearst Advertising Service Inc.

7 Day Linage Leadership—

Total Advertising, 6 Mos., 1960

THE EXAMINER	17,829,662 Lines
THE CHRONICLE	13,148,787 Lines
EXAMINER'S LEAD	4,680,875 Lines

6 Day Linage Leadership—

Total Advertising, 6 Mos., 1960

THE EXAMINER	12,164,376 Lines
THE CHRONICLE	8,981,676 Lines
EXAMINER'S LEAD	3,182,700 Lines

THE EXAMINER	12,164,376 Lines
NEWS-CALL-BULLETIN	6,877,481 Lines
EXAMINER'S LEAD	5,286,895 Lines

Total Advertising Gains—

Daily and Sunday first 6 months 1959
vs. first 6 months, 1960 — 1,140,709 Lines

Sources: Media Records—3/31/60 ABC Publishers Statements

FOR ADVERTISERS ONLY

Have you noticed the changes that have been taking place in Family Circle? Since last February our editors, in accordance with Dichter findings, have been devoting more and more space to "service" content. At the same time they've de-emphasized "entertainment" features . . . to the point where the September issue carried no fiction.

Maybe you haven't noticed these changes—but homemakers most definitely have!

Second quarter circulation averaged 5,317,652 – 338,051 over the same period last year!

Third quarter circulation gained an estimated 700,000 over the third quarter last year!

The publisher's most conservative forecast indicates the last quarter will hit 5,800,000 – 800,000 over the 5-million rate base! December alone will exceed 6,300,000. (What a wonderful "bonus" for Christmas advertisers!)

Month after month Family Circle is racking up the most spectacular circulation increases in the entire publishing industry. And these gains are all in voluntary single-copy circulation, *made without benefit of expensive cut-rate subscription drives.*

No wonder Family Circle ad revenue for the first nine months of 1960 is up 16%—highest in our history! Why not advertise in today's No. 1 "service" magazine . . .

FAMILY CIRCLE FOR HOMEMAKERS ONLY

Coming Conventions

*Indicates first listing in this column.

Sept. 28. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 28-29. CBS Radio Affiliates Assn., 7th annual convention, Waldorf-Astoria Hotel, New York.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

*Oct. 7-8. Advertising Federation of America, 3rd District convention, Hotel John Marshall, Richmond, Va.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 13-15. Mutual Advertising Agency Network, national meeting, Bismarck Hotel, Chicago.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-17. Advertising Managers Bureau, New York State Dailies, fall meeting, Hotel Syracuse, Syracuse.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 21. Ohio State University, 17th annual advertising and sales promotion conference, Columbus.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27. American Newspaper Publishers Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.

Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

*Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

*Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

*April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

CAB Asks Five Airlines for 'Private Club' Data

Five big airlines have been ordered to give the Civil Aeronautics Board more information about the "private clubs" they operate for steady customers. The CAB indicated that it has no objection to the clubs as a promotion gimmick, but it has received reports that the members of the clubs are getting special consideration in the sale or allocation of tickets. CAB regulations prohibit favoritism.

Three of the airlines—Pan American, TWA and American—operate lounges at major airports where chairs, stationery and other facilities—including a cash bar—are available to the elite who qualify for "club membership." CAB reportedly is suspicious of the hostesses at these clubs, who help patrons get reservations. United and Capital also have "clubs" for steady customers, but no special facilities are maintained. Airlines expressed surprise. They say most planes have plenty of empty space these days, and that ordinarily no influence is needed.

Kane Names Lavery

Kane Advertising, Bloomington, Ill., has appointed George B. Lavery Jr. new business director. He formerly was with Campbell-Mithun, Leo Burnett Co. and *Chicago's American.*

Republican Unit to Bradham

The Republican party of South Carolina has named Bradham Advertising, Charleston, to handle its advertising.

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Memo to Advanced Management—
TODAY'S TREND: TAILORED TEMPORARY OFFICE PERSONNEL
Proven by America's Leading Companies to be more:
ECONOMICAL—Minimizes paper work, training and benefit costs, fixed payroll expenses.
PRACTICAL—For peak workloads, vacation periods, confidential programs, special assignments, other emergencies.
RELIABLE—Each bonded applicant thoroughly screened for specific skills, intelligence and adaptability.
Available the same day you call—just phone: OXford 7-1145
AA ACCREDITED OFFICE SERVICE
60 E. 42 St., Rm. 3018, New York 17, N. Y.
Division of AA Accredited Aides, Inc.

Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Homemakers are all

WRAPPED UP

Who could possibly be interested in reading Family Circle?

NOBODY...

except homemakers! Homemakers read Family Circle with the same avid interest your banker reads "The Wall Street Journal." It's the one magazine devoted exclusively to *their* business . . . *their* full-time job of home and family management. Family Circle is today's No. 1 "service" magazine: A minimum of three-quarters of its editorial content deals with homemaking subjects—more than any other women's magazine. Your advertising in Family Circle reaches homemakers not when they're "getting away from it all" but when they're *thinking about* homemaking . . . when they're receptive to your advertising: The Dichter Study* reports that more than 80% of readers interviewed mentioned *spontaneously* their reliance on ads in Family Circle for new product and product improvement information.

If homemakers are your best market, your basic medium is

FAMILY CIRCLE – "FOR HOMEMAKERS ONLY"

""A Profile of Family Circle Readers and Their Image of the Magazine", Institute for Motivational Research*

Scott Labs Names Jones

Richard W. Jones, formerly assistant sales and sales promotion manager of Armstrong-Cork, a division of General Dynamics Corp., New York, has been named ad director of Scott Laboratories, a division of Annapolis Electroacoustic Corp., Annapolis, Md.

Dreher Names James Yuill

James Yuill, formerly president of W. L. Stensgaard & Associates, New York, has been named exec vp of Monroe F. Dreher Inc., New York. Mr. Yuill will serve as an account supervisor and as director of the new business department in his new post.

. . . habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Use Radio at Shift Time to Reach Blue Collar Men: Petry

NEW YORK, Sept. 20—Edward Petry & Co. has put together a presentation designed to sell advertisers on the use of "shift time" to reach the nation's single largest group of workers—the "blue collar" men.

Pointing out that to many advertisers the hours between 6-9 a.m. and 4-7 p.m. are treated as radio's precious moments, virtually to the exclusion of all others, the station rep asked:

"What about the other 18 hours of the day?"

■ The presentation does not deprecate the importance of the traditional drive time's higher sets-in-use, but it does point out that millions of Americans, notably industrial workers, drive to and from work at all hours of the day and night.

To build its case Petry uses a combination of RAB data, Nielsen findings and material collected by Petry in the 24 cities where Petry represents radio stations.

Among the points emphasized:

• The blue-collar worker, whose average annual income is more than $5,000, listens more to radio in his car than any place else and is automobile radio's best target.

• Nielsen data indicates that automobile listening represents a higher share of the total radio audience at night and in some mid-day periods than during one or both so-called "drive times."

• Specifics on the Petry markets: At the crack of midnight in Spokane, a radio advertiser could reach 60% of all industrial workers in the area—30% coming on the job, 30% going off. In a 45-minute period starting at 3 p.m. in Omaha, about 95% of industrial employes end work. Biggest single shift of the day in Houston occurs between 2:30 and 3:30 p.m., when 30% of industrial workers come on the job, 60% go off. Another big shift takes place from 10:30-11:30 p.m., when 10% start work, 30% end.

• In the 24 Petry markets, 74% of all workers—blue and white collar—commute by car, spending an average of 26 minutes driving each way.

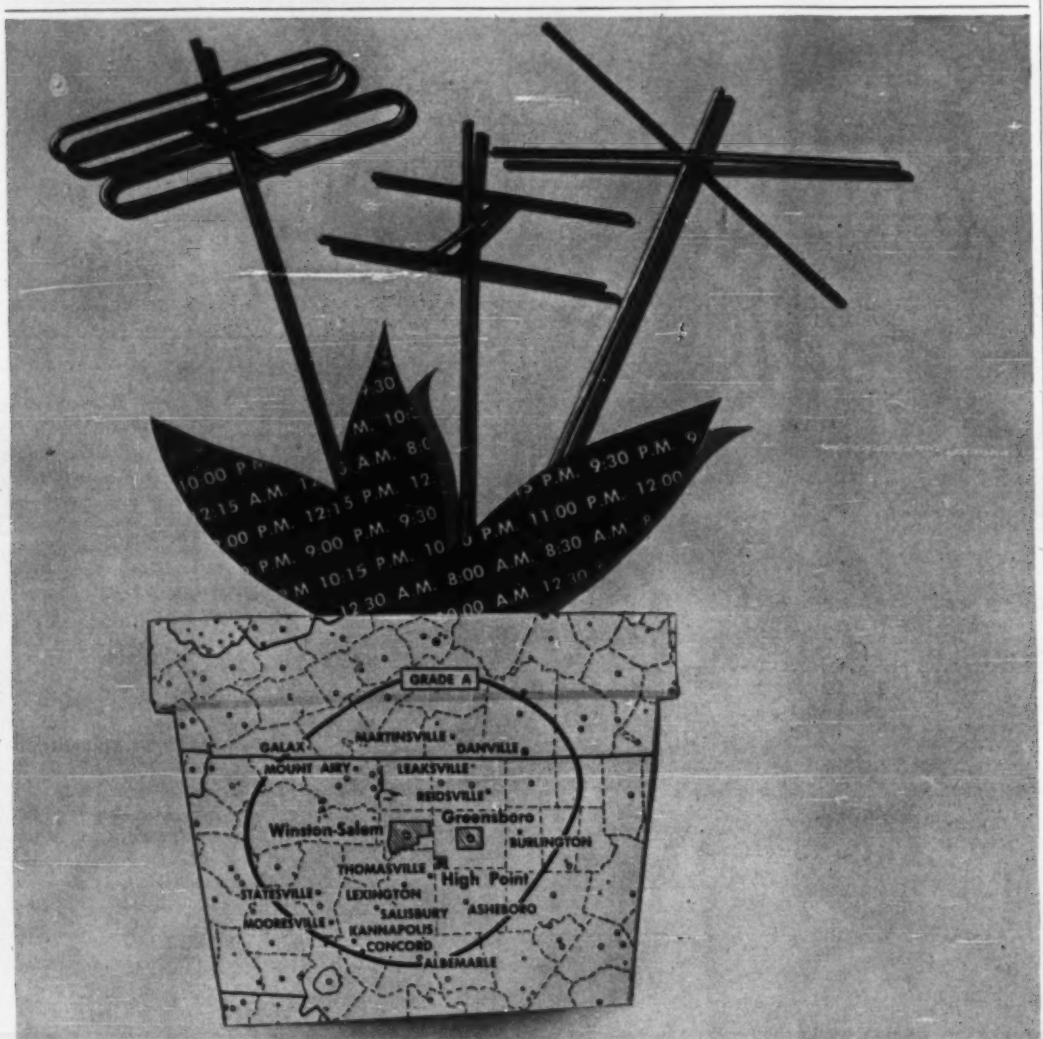
■ The message in this presentation, as set forth by Ben H. Holmes, Petry vp in charge of radio, is that advertisers "could increase the cost efficiency of their radio campaign by adding shift time announcements to their regular drive time schedule. On most stations, announcements at night and during other off hours not only cost less but would entitle the advertiser to frequency discounts for his total campaign."

Concluded Mr. Holmes: "Most admen, who work from 9 a.m. to 5 p.m. and commute by train, can't conceive of a traffic jam at midnight or 2 p.m., but that's exactly what happens in many markets across the land.

"Perhaps the most important conclusion of this study is the need for an individual analysis of each market before the schedule is placed, which is only taking advantage of one of the big reasons spot radio is used in the first place —flexibility." #

The biggest travel rush since the roaring twenties is to the Pacific!
A festive, fabled world where wonders never cease
PACIFIC AREA TRAVEL ASSOCIATION

FABULOUS—*The Pacific Area Travel Assn. will use the four-color ad at left in Esquire, Holiday, Sunset Magazine and the Canadian edition of Time in its third annual advertising campaign. Other ads will appear in the Atlantic, The New Yorker and Saturday Review during a ten-month period. The ad on the right will appear in travel trade publications. Campbell-Ewald Co. is the agency.*



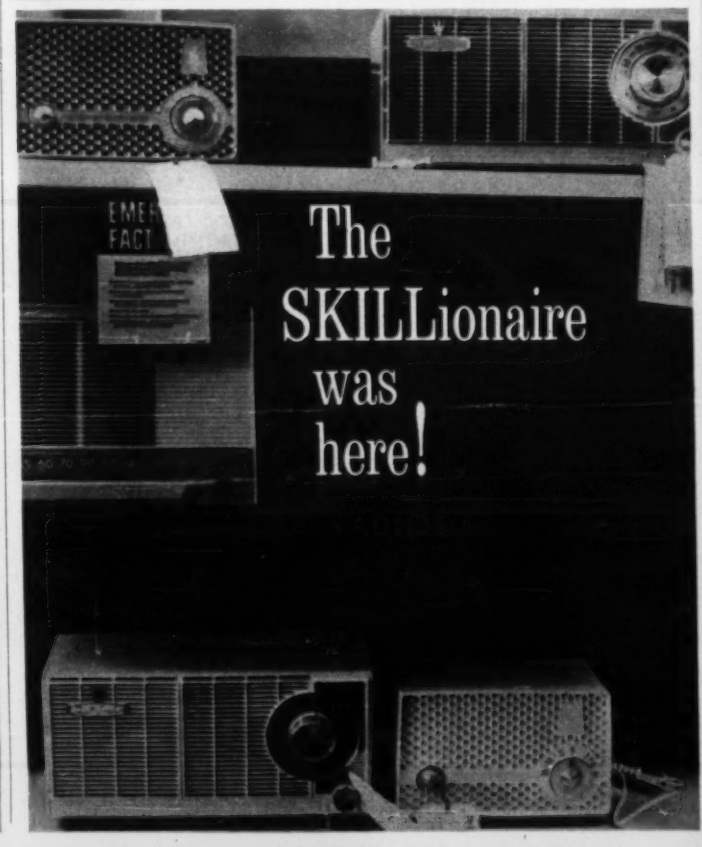
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station

WSJS television
Winston-Salem / Greensboro
NBC CHANNEL 12 MST

PETERS, GRIFFIN, WOODWARD—REPS.

Marc Boosts Slemenda

Norman J. Slemenda, art director of Marc & Co., Pittsburgh agency, has been promoted to vp, creative services.



PREFERRED READING

With men who make industrial advertising

says **ROBERT A. LYONS**
Advertising and Sales Promotion Manager
The Garlock Packing Company

"Industrial Marketing receives my first place vote as being most valuable to me in my work. I find a wealth of usable information in IM and have developed quite a clip file of important articles for future reference. In addition, I often flag special articles for other members of our marketing division."

Notwithstanding a decade of consumer advertising experience, Mr. Lyons cast his lot with the industrial field by assuming the post of advertising and sales promotion manager of The Garlock Packing Company in 1956. An alumnus of the Rochester Institute of Technology, he went to work for General Motors (at Rochester, N. Y.) shortly before World War II and returned to GM in the advertising department in 1946, after four years of army service. Mr. Lyons directs an advertising program at Garlock which includes the purchase of space in business publications covering such industries as metalworking, machinery, chemical, petroleum, transportation, food, paper, electrical, railroad and marine. Headquartered at Palmyra, N. Y., Garlock manufactures packings, gaskets and seals of all types.

says **HOWARD SWINK**
President
Howard Swink Advertising Agency, Inc.

"Look at the index of any issue of Industrial Marketing. No matter who you are—industrial advertiser or agencyman—you'll find one or more articles of specific interest to you, one or more articles that will make you say: 'This will help solve our problem,' or 'This gives me a great idea,' or 'This is for me.' Few publications do this, but Industrial Marketing does."

Mr. Swink has an enviable record of more than thirty-five years as an advertising agency executive. Before opening his own shop in Marion, Ohio, in 1937, he had been a vice-president of The Jay H. Maish Company (also of Marion) for thirteen years. He now directs an organization of forty people and also heads his agency's plans board. The Swink agency had media billings of more than $1,000,000 in 1959, almost 90 per cent of which was spent in the business press. Among the firm's important industrial clients are Towmotor Corp., Marsh Wall Products, Inc. and Hinde & Dauch Division of West Virginia Pulp and Paper Co.

im INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

Merchandising Ideas

Booklet Aids Shoe Retailers • More than 18,000 independent shoe retailers throughout the nation have received a new booklet designed to help them train shoe salesmen and increase their sales. The 20-page illustrated booklet, "How to Sell Shoes Successfully," has been issued by Endicott Johnson Corp. as part of its long-range dealer service program. The booklet is the first of a series that will offer information on all major aspects of the independent shoe retailer's business. Copies are available from the company's headquarters in Endicott, N.Y.

Business Opportunities

Interested in locating manufacturers selling products to the landscape industry, and who wish to increase their volume through sound merchandising. Please write LANDSCAPING, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103 for full details.

Trailers Tell Armstrong Tale • A traveling showcase of ideas carrying information about products, services and installation techniques to mobile home manufacturers throughout the country was launched Sept. 15 by Armstrong Cork Co., Lancaster, Pa. The "Armstrong showcase of ideas" takes the form of two specially designed 8x35' trailers. They will visit about 100 mobile homemakers in the continental U.S. in a 10,000 mile coast-to-coast trip. The two trailers are windowless, painted white with black lettering and are hauled by two new trucks complete with a generator mounted on the truck bed to provide air-conditioning, heat and lighting.

MOBILE—*One of the two mobile units which Armstrong Cork Co. is using to present its "showcase of ideas" to trailer manufacturers. They will tour the U.S. through December.*

Presentations will include new flooring materials, ceilings, wall and counter top coverings and insulations. A decorating clinic and a showing of new merchandising and selling aids also will be presented.

Mr. Clean Joins Wagner-Wand • A merchandising tie-in for the Wagner-Wand, a cleaning dispenser and applicator made by H. R. Wagner Mfg. Co., Milwaukee, and Mr. Clean, a household cleaning fluid, made by Proctor & Gamble Co., Cincinnati, is being promoted jointly at the dealer level in displays and co-op advertising. Wagner is handling arrangements for distributing displays among both small and large dealers, with company representatives carrying them along on calls. Each display includes a 39¢ bottle of Mr. Clean and two Wagner-Wands. The display and bottle of cleaner is given free to dealers. Jobbers also are being given displays by Wagner representatives—one free display for every Wand ordered, and for large orders, they are provided with Mr. Clean in cases of 24 bottles.

TIE-IN—*The Wagner-Wand and Mr. Clean are being tied-in with this dealer display in a joint promotion.*

Proctor & Gamble is supplying Wagner with 10,000 bottles of Mr. Clean for the promotion, expecting the same number of display units to be distributed. Dan R. Nighswander, Wagner vp, housewares division, said the large volume of Wands are being moved on the West Coast, where the product is being advertised for cleaning swimming pool sides. "Somebody discovered out here that the Wand is the only product that can clean a swimming pool with detergent while the pool is full of water," he said.

FDR Buttons Boost Movie • A whopping 1,000,000 "FDR campaign buttons"—more than the combined total so far ordered by the Nixon and Kennedy adherents in New York—began moving into circulation in New York Sept. 15. The buttons, however, are nonpolitical. They show Ralph Bellamy in his starring role in "Sunrise at Campobello" as Franklin Delano Roosevelt a decade before FDR became President. The buttons carry only the words of the title of the Warner Bros. motion picture. Bordered in red, white and blue, the buttons picture Mr. Bellamy as FDR wearing a battered hat, with his cigaret holder thrust jauntily upward. Proceeds from the opening night performance Sept. 28 in

RACING GAME—*Electric Autolite Co. is using this stock car racing game in a special spark plug promotion. It is being sold to distributors and wholesalers in a combination package.*

A BILLION DOLLARS ON A SILVER PLATTER

Its not exactly a gift . . . but it's yours with one simple buy. Buy WSFA-TV and you effectively reach Montgomery and Central-South Alabama . . . where a million people spend over a billion dollars every year.

WSFA-TV

NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

SAN DIEGO CALIFORNIA BUYS MORE!

New York will go to the National Foundation March of Dimes, organization founded by FDR.

Cement Mix Weather Told

• Alpha Portland Cement Co., Easton, Pa., has initiated a unique monthly weather forecasting service for users of cement. Purpose of the service, which provides detailed weather information in an illustrated folder, is to help contractors, ready mix companies and concrete products producers plan their work for the coming month with better knowledge of what to expect from the weather. Information contained in the folder is supplied to Alpha by Weather Trends, New York, a company of meteorologists specializing in long range forecasting.

'Playboy' Talks Men's Fashion

• *Playboy*, Chicago, has launched a merchandising program in conjunction with a new editorial feature, "Playboy's Fashion Forecast," to be launched with the magazine's October issue. The special supplement, which will report coming trends in men's wear and accessories, will appear semi-annually—every October and April. To merchandise the section, *Playboy* is acting as middleman between retailers and manufacturers. More than 3,000 retailers have been provided with preview reports on the featured items with the suggestion that they stock up on the available merchandise, while manufacturers whose products are featured, have been alerted to the "expected increase in demand at the retail level."

ROWEBOTERIA—*Rowe Mfg. Co., New York, vending machine manufacturer, is offering this miniature presentation kit for $2.50 per set. The display is easel-backed with the center area die-cut to hold up to nine individual Rowe showcase merchandisers. Each machine can be inserted or removed to show how Roweboterias may be set up.*

Dairy Assn. Offers Guide

• American Dairy Assn. now is offering a free how-to-do-it promotional brochure of ideas to sell sour cream. Included in the brochure are prints of magazine and newspaper ads, miniature banners, home-delivery leaflets, restaurant menu clip-ons, radio and tv commercials and ad mats, plus results of the Minneapolis sour cream test market study and a booklet, "50 Wonderful Ways to Use Sour Cream." The booklet, suitable for home delivery or store giveaways or as a write-in premium, is available for 8¢ to 10¢ depending upon quantity. The promotional brochure may be obtained from American Dairy Assn., 20 N. Wacker Dr., Chicago.

Bags to Color Set for Yale

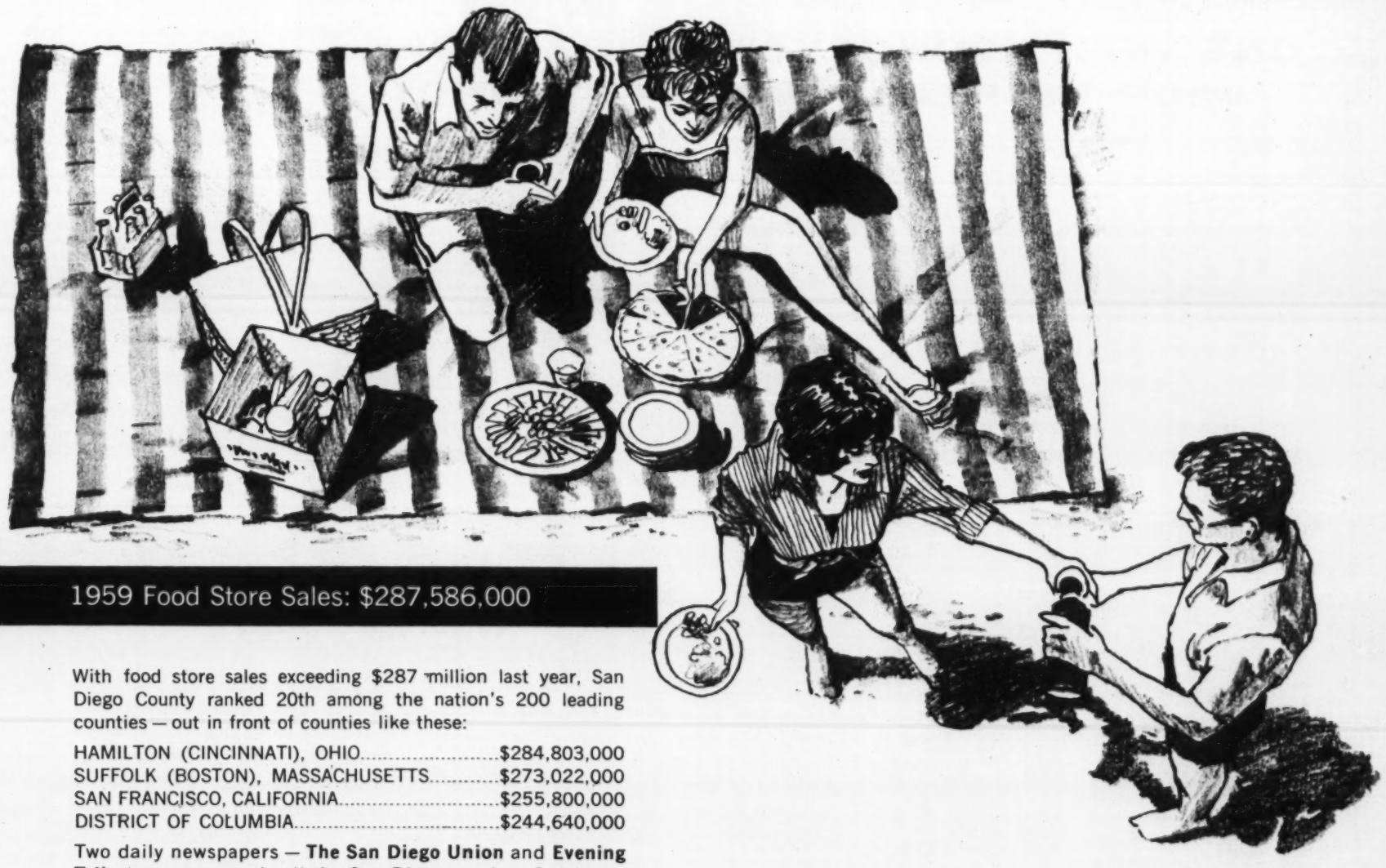
• The children's crayon brigade won't have to wait for Santa to supply a coloring book this holi-

(Continued on Page 128)

3V Papaya

Nature's Own Digestive Aid

The Bureau of Plant Industry, U.S. Dept. of Agriculture, says "PAPAYA CONTAINS PECULIAR AND VALUABLE DIGESTIVE PROPERTIES WHICH MAKE IT OF GREAT VALUE IN THE DIET." Gourmets' Choice Since 1941. Drink 3V Papaya at breakfast & before retiring. Contains MORE Vitamin C & more NATURAL Vitamins & Minerals. Made from the DELICIOUS Papaya Melon. SPECIAL INTRODUCTORY OFFER: 6 oz. bottle 3V Papaya (makes 1 qt.) PLUS 2 oz. bottle LIQUID, SALT-FREE, SUGAR-FREE 3V INSTANT Meat Tenderizer, $1 ppd. $1 refunded if not pleased. Free folder. At better food shops. 3V, Dept. 14, 53 Mercer Street, New York 13, N. Y.



1959 Food Store Sales: $287,586,000

With food store sales exceeding $287 million last year, San Diego County ranked 20th among the nation's 200 leading counties — out in front of counties like these:

HAMILTON (CINCINNATI), OHIO	$284,803,000
SUFFOLK (BOSTON), MASSACHUSETTS	$273,022,000
SAN FRANCISCO, CALIFORNIA	$255,800,000
DISTRICT OF COLUMBIA	$244,640,000

Two daily newspapers — **The San Diego Union** and **Evening Tribune** — serve and sell the San Diego market. Combined daily circulation exceeds 200,000 (227,678 ABC 3/31/60). According to Facts Consolidated, family readership (evening-and-Sunday combination) is 86.9%.

SALES ESTIMATES COPYRIGHTED 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

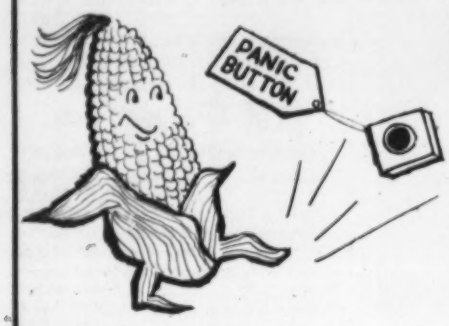
The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Bloomington-Normal, Illinois



The Main Street Without a Panic Button

Illinois' Richest Counties

No panic here. A single advertising medium completely blankets this golden, seven county test market . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

PANTAGRAPH land is smack in the middle of the golden central Illinois corn belt. 178,000 prosperous people maintain a surprisingly even balance between industry, agriculture, education and general good living. Each year they spend over 233 million dollars from incomes that are 20% above the national average.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday)

- 178,000 prosperous people
- Income 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

Merchandising Ideas

day season. Crown Zellerbach Corp., San Francisco, is offering merchants new "color-me" carry bags with fill-in illustrations. The bags are supplied in bleached or natural kraft. One bag has a Nativity scene and the other has a picture of Santa's toy stocked workshop. Crown Zellerbach said the new bags should both increase good will for the store and be a useful reminder of where the merchandise was purchased.

COLOR BAGS—*Crown Zellerbach Corp. is offering merchants these bags with fill-in illustrations as a merchandising promotion for stores.*

GIANT—*William Gebhardt, account executive, Bearden-Thompson-Frankel & Eastman, Scott, displays the giant postcard developed to merchandise the Sunbeam bread fall tv campaign in Atlanta. Jackie Jones, former Cotton Bowl queen, holds the postcard mailed to 300 Atlanta grocery executives.*

THE NATIONAL REAL ESTATE

INVESTOR

ONE YEAR YOUNG! 50% MORE PAGES! 400% INCREASE IN ADVERTISING!

THE NATIONAL REAL ESTATE INVESTOR is the only real estate magazine with a national circulation reaching this multi-billion dollar market. It aims to be the herald and spokesman of the nationally minded members of the real estate fraternity and recognizes that the exclusively local character of real estate is a thing of the past. The magazine's professional staff comprises real estate writers from every part of the country. Special feature articles are written by outstanding realty executives. On the spot news is also gathered by a roving crew of reporter-salesmen who bring a constant flow of up-to-the-minute story material to the editorial desk. The total realty picture is then presented through the pages of the magazine in a readable, concise but comprehensive manner.

Subscribers to the magazine consist of mortgage bankers, realty brokers, contractors, savings and loan institutions, insurance companies, real estate investors, building owners and managers.

THE WAY TO REACH THIS TOP-DRAWER MARKET OF REALTY BUSINESSMEN – 20,000 CIRCULATION!

• Representative advertisers in The National Real Estate Investor:

Advance Mortgage Co., Detroit
Abbott & Adams, N. Y.
Lee Ackerman Investment Co., Inc., Scottsdale, Ariz.
Arizona Land Development Corp., Phoenix
Arizona Land Title and Trust Co., Tucson
Adair Realty and Loan Company, Atlanta
All-State Properties, Inc., N. Y. C.
Apache Realty Corp., Minneapolis
The Auchter Company, Jacksonville
Joseph Aaronson, Pittsburgh
Brown, Harris, Stevens, Inc., N. Y. C.
Binswanger, Inc., Philadelphia
Sidney M. Barton Co., N. Y.
Bank of Montreal, Montreal
A. J. Bamberger Co., Philadelphia
Norman Bernstein Syndicates, Washington, D. C.
Frederick W. Berens Organization, Washington, D. C.
Brooks, Harvey & Co., N. Y.
Benderson Development Corp., Buffalo
Birmingham Realty, Birmingham
W. A. Clarke Mortgage Co., Philadelphia
Cushman & Wakefield, N. Y.
Collins Tuttle & Co., N. Y.
Chicago Mortgage Investment Co., Chicago
Herbert Charles & Co., N. Y.
Ivor B. Clark, Inc., N. Y.
Daniel D. Cantor, N. Y.
Community Research & Dev., Inc., Balto.
Chartered Trust Co., Toronto & Montreal
Cincinnati Gas & Electric Co.
Comey & Walsh, Cincinnati
Colonial Mortgage Corp., Washington, D. C.
The Commander Mortgage Co., Jacksonville
Collateral Investment, Birmingham
Conn. Bk. & Trust Co., Hartford
Domax Mgt. Co., N. Y.
Morris R. DeWoskin & Co., Chicago
Detroit Mortgage Co., Detroit
Dartmouth Realty Co., Ltd., Montreal
Roy P. Drachman, Tucson
Donohoe Construction Co. Inc., Washington
Espy & Straus, Inc., Cincinnati
Empire Realty & Mortgage Co., Atlanta
Engel Securities, Birmingham
Furman-Wolfson Co., N. Y.
Leonard L. Farber Co., Inc., N. Y.
The Futterman Corp., N. Y.
Gertrude Fridman Inc., Cincinnati
First National Bank of Atlanta, Atlanta
First National Bank of Minneapolis, Minneapolis
First Federal Savings, Birmingham
Glickman Corp., N. Y.
Greenebaum Mortgage Co., Chicago
Henry Goelet, N. Y.
Gibson Bros. Ltd., Toronto
Albert Greenfield, Philadelphia
Georgia Securities Investment Corp., Atlanta
The Gramatan Company, Inc., Bronxville, N. Y.
Helmsley-Spear, Inc., N. Y.
Hurd & Co., Inc., N. Y.
Randall H. Hagner & Co., Washington, D. C.
J. Halperin & Co. Inc., Jamaica, N. Y.
Hartford National Bank, Hartford
Inter-County Title Guaranty & Mortgage Co., N. Y.
Jackson-Cross, Philadelphia
S. S. Jacobs Co., Jacksonville
Jackson Securities, Birmingham
Kratter Corp., N. Y.
J. Kislak, N. J.
David Lawrence Corp., N. Y.
The Lusk Corporation, Tucson
Lawyers Title Co., Pittsburgh
W. B. Leedy & Co. Inc., Birmingham
Irving Maidman, N. Y.
Montreal Trust Co., Montreal
Mann & Martel Ltd., Toronto
The State of Md.-Dept. of Economic Development
Mitchell Realty Co., Dallas
Muske-Tansey Co., St. Paul, Minn.
F. H. McGraw, Hartford
Niagara Mohawk Power Corp., Syracuse, N.Y.
Niagara Frontier Port Authority, Buffalo, N.Y.
O'Malley Investment & Realty Co., Phoenix
Pearce, Mayer & Greer, N. Y.
Pease & Elliman, Inc., N. Y.
Palant International Realty Co., Tucson
Realty Equities Corp., N. Y.
James W. Rouse & Co., Baltimore
B. Howard Richards, Inc., Baltimore
The Royal Trust Co., Montreal
Rhode Island Dev. Council, Providence
Strouse, Greenberg & Co., Philadelphia
C. B. Snyder Organizations
E. M. Simon, N. Y.
Southern Arizona Bank & Trust Co., Tucson
Charles E. Smith Co. Inc., Washington
Seay & Thomas, Inc., Chicago
Siegfield Construction Co., Buffalo
J. M. Tenney Corp., N. Y.
Tishman Realty & Construction Co. Inc., N.Y.
Tankoos & Co., N. Y.
Title Guarantee Co., N. Y.
Toronto Industrial Leaseholds, Toronto
Travelers Ins. Co., Hartford
Oliver Tyrone, Pittsburgh
United Investors Corp., N. Y.
Unico Investments Ltd., Toronto
Union Title Guar., Pittsburgh
Valley National Bank, Phoenix
Webb & Knapp, Inc., N. Y.
Williams & Co., N. Y.
Wineman Investment Co., Detroit
Weaver Bros. Inc., Washington
Walker & Dunlop, Inc., Washington
Western Savings Bank of Buffalo, N. Y.
Wesjax Development Co., Jacksonville

Representative agencies doing business with The National Real Estate Investor:

Albert Frank Guenther Law Inc.
Leon Auerbach Adv. Co.
Batten, Barton, Durstine & Osborne
Beckert & Bradley
Bowann & Black Inc.
Jack Cavenaugh Adv.
Chris Yaneff Ltd.
Cole, Fischer & Rogow
Cromwell Adv. Co.
Curran Co.
Doremus & Co.
Henry L. Davies Adv.
Ehrlich, Neuwirth & Sobo
Ellis Adv. Co.
Equity Adv. Co.
Fairfax Inc.
Fern Associates
G. & B. Manhattan Adv.
Gillette Adv.
Goldman Advertising Co.
Goodis, Goldberg, Dair Ltd.
Gordon International Adv.
Graceman Advertising Inc.
Gray & Rogers
Groody Adv. Co.
Melvin F. Hall Adv. Agency Inc.
Harwood Adv.
Jennings & Thompson Adv.
Gerald H. Keller Adv.
S. J. Kossack & Assoc.
London Adv. Co.
Robert Luckie & Co., Inc.
MacLellan Assoc.
Mahool Adv. Co.
Marshall & Mendes Adv.
Mason, Dow & Stone Inc.
Mullen & Associates Inc.
Muter-Culiner-Frankfurter & Gould Ltd.
Newmark, Posner & Mitchell
Norwood & Lowenard, Assoc.
Nybery Adv. Co.
Pace Adv. Agy. Inc.
Ptak & Richter Adv.
The Randall Co.
J. A. Richards
Louis Rosenbush Adv.
Shaw & Schreiber
Sherwood Agy. Inc.
Sternfield Godley Adv. Co.
Stockton West Burkhart Inc.
Stockwell & Marcuse
Ed Weiss Adv.
Williams Service
Wilson, Haight & Welch, Inc., Adv.
Loewy Stempel Zabin
Walter Zimmerman

**Complete information in Standard Rate and Data, Business Publication Section.*

Send for your copy and rate card NOW!*

FOR YOUR COPY AND RATE CARD

Print NAME, attach to letterhead and mail to

Joseph Shore, Advertising Director

The National Real Estate Investor

43 W. 61 St., New York 23, N. Y.

Agency Tells Good Fortune

• Charles F. Hutchinson Inc., Boston agency, recently sent clients, prospects and friends a box of "Good Fortune" cookies. The box was preceded by a letter from Hong Kong saying a box of "oriental delicacies" was on its way. A message with the cookies told the recipient each cookie contained a message, "true food for thought," and concluded, "Give us a ring and we will help you translate their prophecies into facts!" An example of the messages: "If small money not go out, great money not come in—smart ads by C. F. Hutchinson make abacus hum." #

Sabena Uses Spot Radio, Print in Fall Drive

Sabena Belgian World Airlines, New York, is using spot radio in the New York area plus a national print schedule built around the theme, "Why do well-traveled people travel Sabena?" The eight-week radio push, running through Nov. 6, includes 25 one-minute spots per week on WQXR, New York, and 12 one-minute announcements per week on WPAT, Paterson, N. J.

Color pages will be run every month in *Holiday* and every other week in *The New Yorker* from September through December. During the same period, one 112-line insertion per week will be used in newspapers in 22 major markets. In addition, inserts will be featured each month in *ASTA Travel News, Interline Reporter, Travel Agent Magazine, Travel Trade* and *Travel Weekly*. B&w pages will be run monthly in *Air Cargo, Air Transportation, Export Trade, Pacific Air Truck Traffic* and *Shipping Management*. McCann-Marschalk is the agency.

Raycroft Joins KPLR-TV

Russ Raycroft has been named to the new post of station manager of KPLR-TV, St. Louis. Most recently, he was a special consultant to Seymour Reed, president of Official Films. Mr. Raycroft's prior experience was with WGN, Chicago, Dancer-Fitzgerald-Sample, and Wilding TV.

Albert Frank Boosts Two

Albert Frank-Guenther Law, New York, has promoted account executives Henry G. Millett, in the New York headquarters, and Robert L. Richards, Boston, to vps.

Who reads CHICAGO'S AMERICAN?

"As a fashion saleswoman, I am interested in the fashion pages. I also enjoy Lois Baur's Society column."

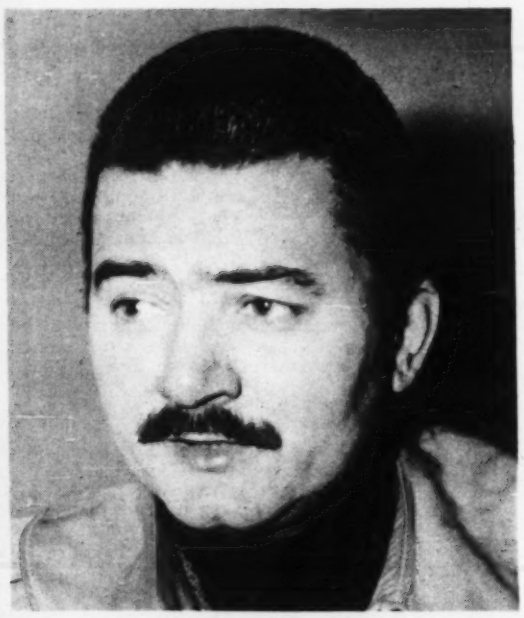
Maggie Fields,
saleswoman,
181 Lake Shore Drive

"The American always has the latest sports news. I like Warren Brown and Leo Fischer most of all."

Ben Abrams,
cab driver,
5623 N. Wayne av.

"I like the page one summary of the news. It gives me all the latest developments at a glance."

Theodore Cunningham,
mailman,
862 N. Elston av.

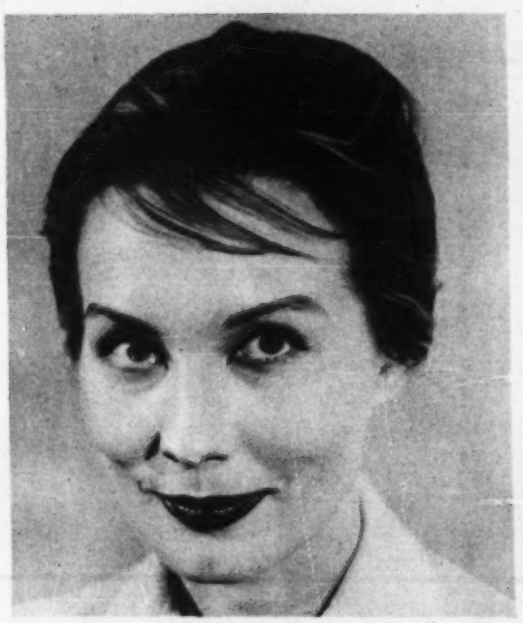


"News coverage is masculine and hard-hitting. I like the no-holds-barred art criticism, too."

LeRoy Neiman,
artist,
59 E. Chicago av.

"I enjoy home delivery. No matter how bad the weather is, the American is always at my door."

Warren Kent,
pipefitter,
266 Marquette, Park Forest

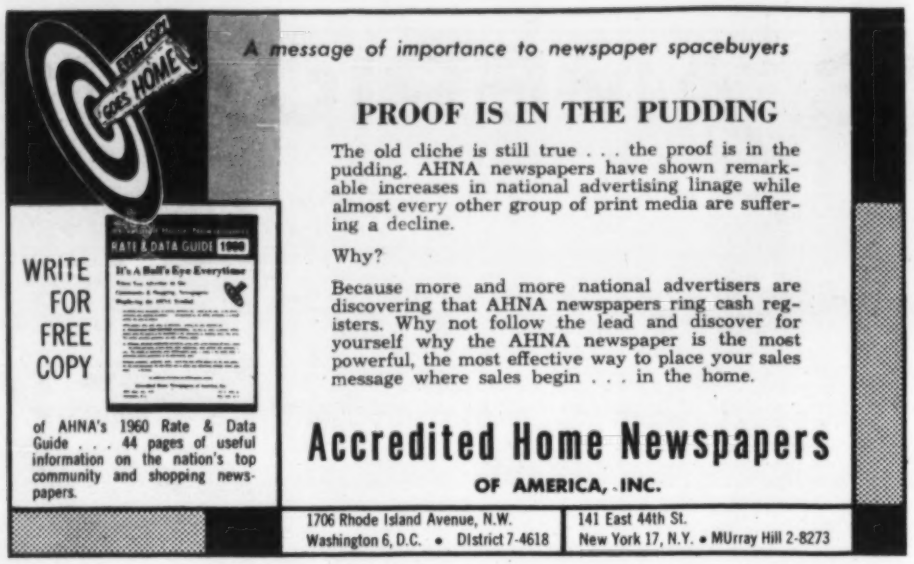


"Chicago's American is a daily necessity for the intelligent woman in Chicago."

Mollie Lyman,
model,
5499 S. Hyde Park blvd.

"We do," say enthusiastic Chicagolanders

CHICAGO'S AMERICAN
Wholly owned subsidiary of the Tribune Company, Chicago, Illinois


A message of importance to newspaper spacebuyers
PROOF IS IN THE PUDDING
The old cliche is still true . . . the proof is in the pudding. AHNA newspapers have shown remarkable increases in national advertising linage while almost every other group of print media are suffering a decline.
Why?
Because more and more national advertisers are discovering that AHNA newspapers ring cash registers. Why not follow the lead and discover for yourself why the AHNA newspaper is the most powerful, the most effective way to place your sales message where sales begin . . . in the home.
WRITE FOR FREE COPY
RATE & DATA GUIDE 1960
of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.
Accredited Home Newspapers
OF AMERICA, INC.
1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618
141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

Ads Near Point of Saturation: Bradford to ABP

Littleford Cites Business Papers' Heavy Promotion; It's Not Enough: Beard

NEW YORK, Sept. 20—The advertising industry may be approaching the stage where it will get no attention at all for its messages, according to G. A. Bradford, consultant on advertising and sales promotion of General Electric Co.

Guest speaker at the Associated Business Publications' annual seminar on "Sales How," Mr. Bradford said that one of the industry's problems is its nearness to "communication saturation," And saturation will lead to frustration, because no one will get any attention, he said.

Mr. Bradford disagreed with the "broad generalization" that "you've got to advertise." His own company follows the practice of always being "in a book every month," he said.

"But I say we shouldn't advertise if we haven't got anything to say."

■ In an open forum, William K. Beard, ABP president, said that "advertising people take the attitude that we don't like the binge they are on in the large-size media," and he said the problem was how business publications could fit into that picture.

He said he felt that "agencies do not get enough selling on our medium." They cannot afford to be against the business publications, he added.

• Speaking from the floor, Leo Williams, formerly vp and ad sales manager of *Home Furnishings Daily*, cited a case of a big agency that instructed a business publications advertiser to "take your business 'round the corner to a small agency," explaining that it did not want to handle its advertising.

• Henry Zwirner, midwestern sales director of Fairchild Publications, speaking on "Selling Your Circulation Story," said that ABP figures could be an effective selling tool. "But avoid those big totals. That other friend of yours can always top yours by adding a few thousands to his figures," he said.

• William Littleford, ABP chairman and president of Billboard Publishing Co., said that ABP had invested more than $1,000,000 in promoting business publications—more than any other medium has invested in promoting itself. #

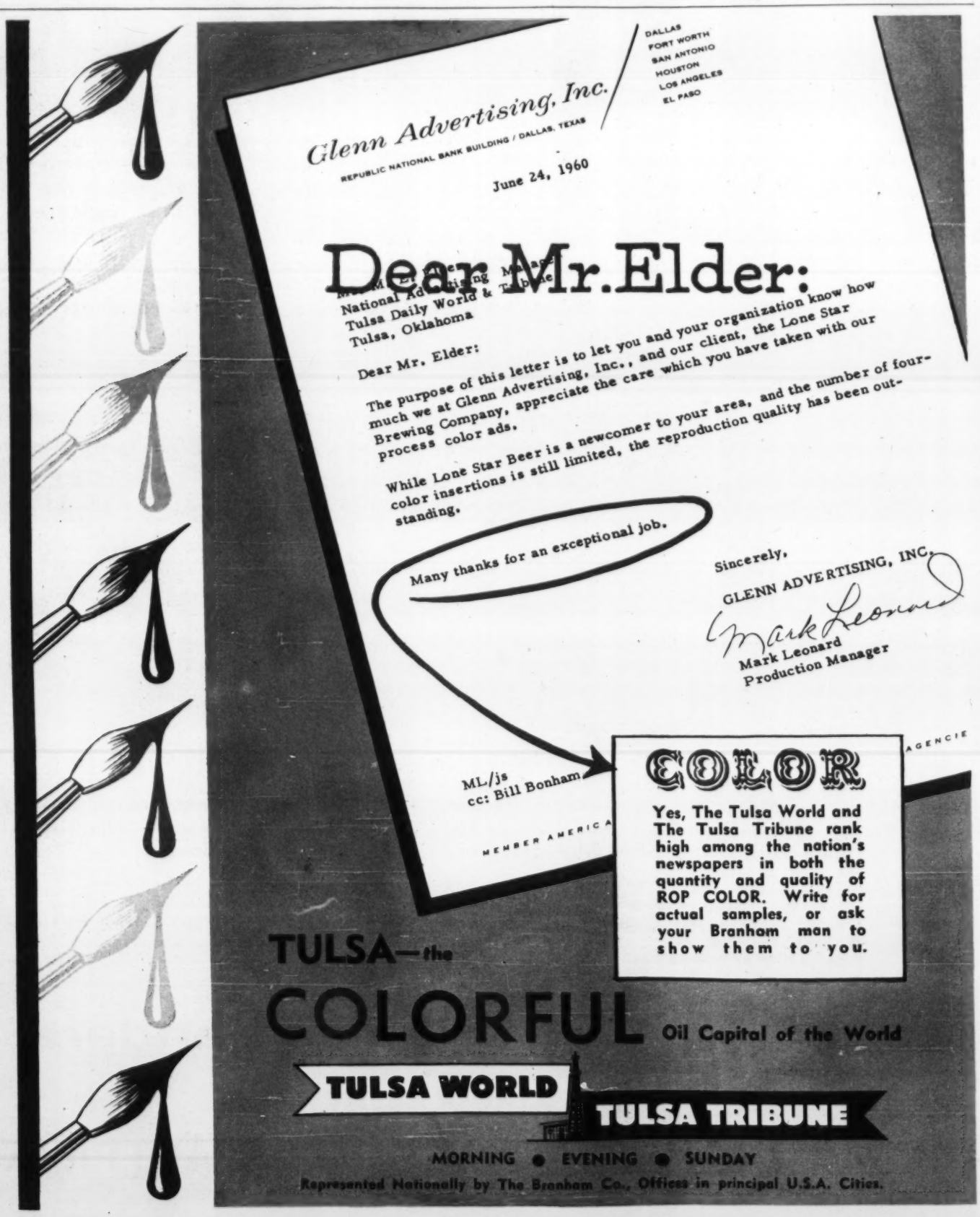
COMMUTER SPECIAL—*Chicago & North Western Railway launched a new ad campaign Sept. 15 promoting its passenger service with large-space ads like this one in the Chicago Daily News and 53 Chicago-area suburban weeklies. Radio spots also are scheduled on WGN, WMAQ and WCFL. Compton Advertising, Chicago, is the agency.*

Meyers Adds Shields Account

Shields Inc., New York, manufacturer of men's jewelry, gifts and leather goods, has appointed Edward M. Meyers Associates, New York, to handle advertising. The account was formerly with Daniel & Charles.

Pacific Outdoor Boosts Two

Richard J. Deeble, vp and account executive with Pacific Outdoor Advertising, Los Angeles, has been named eastern sales director. James J. Donohoe, an account executive, has been promoted to vp.


Glenn Advertising, Inc.
REPUBLIC NATIONAL BANK BUILDING / DALLAS, TEXAS
DALLAS
FORT WORTH
SAN ANTONIO
HOUSTON
LOS ANGELES
EL PASO
June 24, 1960
Dear Mr. Elder:
National Advertising Manager
Tulsa Daily World & Tribune
Tulsa, Oklahoma
Dear Mr. Elder:
The purpose of this letter is to let you and your organization know how much we at Glenn Advertising, Inc., and our client, the Lone Star Brewing Company, appreciate the care which you have taken with our process color ads.
While Lone Star Beer is a newcomer to your area, and the number of four-color insertions is still limited, the reproduction quality has been outstanding.
Many thanks for an exceptional job.
Sincerely,
GLENN ADVERTISING, INC.
Mark Leonard
Mark Leonard
Production Manager
ML/js
cc: Bill Bonham
COLOR
Yes, The Tulsa World and The Tulsa Tribune rank high among the nation's newspapers in both the quantity and quality of ROP COLOR. Write for actual samples, or ask your Branham man to show them to you.
TULSA—the COLORFUL Oil Capital of the World
TULSA WORLD
TULSA TRIBUNE
MORNING • EVENING • SUNDAY
Represented Nationally by The Branham Co., Offices in principal U.S.A. Cities.

Glamour Breaks The Language Barrier!

Everyone's talking Fashion French—SO—Glamour carried off a spectacular coup of its own! For Best & Co. we selected the store's first French Collection . . . and arranged for Andrew Arkin to do the duplicating honors. The results? A frankly young-and-beautiful group of French originals . . . from Cardin . . . Chanel . . . Ricci . . . La Roche . . . Lanvin . . . translated into line for line copies for the October issue. These fashions, chosen the Glamour way . . . with the American Girl in mind . . . will be sold by 134 top stores in addition to Best's . . . will just as surely be snapped up by Glamour's vast 1,000,000 audience. Glamour's pulling power, a direct result of Glamour's fashion expertise, is legendary. That's why advertisers openly woo America's largest fashion audience . . . that's why Glamour is AGAIN up 30%* in advertising pages!

A Condé Nast Publication

*1st 9 mos., 1960

To serve you better . . . A new division of
WORKMAN DIVERSIFIED ENTERPRISES,

WORKMAN
RESEARCH

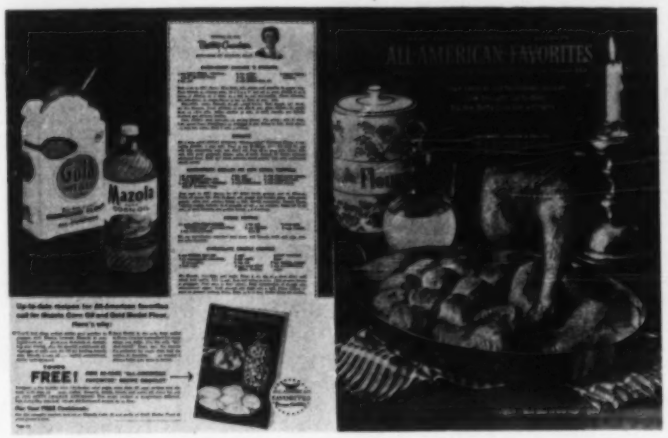
USE WORKMAN'S MARKET-MEDIA DATA BANK More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN • SAMPLING • CODING • TABULATING • PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research, there's a Workman man to help you.

NEW YORK CHICAGO—WH 4-6255 LOS ANGELES



FAVORITES—*Best Foods and General Mills kick off a joint magazine and tv campaign for Mazola oil and Gold Medal flour with a four-page color ad in the October Ladies' Home Journal. Shown here are the first two pages. A 20-page booklet of favorite recipes will be offered. Ads will follow throughout October and November in magazines, Sunday supplements and on network tv shows. Lennen & Newell is the agency for Mazola and Dancer-Fitzgerald-Sample handles Gold Medal.*

IN FALL, EVERYONE'S FANCY TURNS TO THOUGHTS OF NEW CARS AND AUTO SHOWS

Especially at WJR . . . and especially this year, because in October the National Auto Show comes to Detroit for the first time.

WJR is set to cover the show backwards and forwards, from top to bottom, and inside out. Mostly the latter, because we're really close to the car makers . . . our Automotive Editor has reported the inside story on styling, engineering and sales for years. At the show he'll describe exhibits, talk with industrial leaders, and take listeners behind the scenes.

Our Women's Director will size up things from the feminine angle. Another staffer will cover the historical and educational aspects of automobiling, and go after the story of people—everyone from the hot dog vendor to an antique car enthusiast.

It's a two-week project with nearly two hours of air time every weekday. A big job, but it's just another example of WJR's complete-range coverage of important local and national events. Small wonder that listeners AND advertisers are loyal and consistent. Why not get all the facts from WJR or your Henry I. Christal man?

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

In October, WJR goes to the National Auto Show in Detroit

D. B. McKAY

TAMPA, Sept. 20—D. B. McKay, 92, former owner of the *Tampa Times* and of WDAE, died at his home here Sept. 7.

Mr. McKay began his newspaper career at 14 on the old *Tampa Tribune*, which later was merged with the *Tampa Journal* to form the *Tampa Times*. He became city editor of the *Times* in 1891. In 1898 he became owner of virtually all of the stock of the corporation owning the *Times*. Under his leadership the *Times* built WDAE, the first commercial radio station in Florida. He sold the *Times* and the radio station in 1938.

Mr. McKay was elected mayor of Tampa in 1910, re-elected in 1912 and 1916. He also was elected to a four-year term in 1927.

JAMES P. NEEDHAM

NEW YORK, Sept. 20—James P. Needham, 69, veteran national advertising representative of the *New York World-Telegram & Sun*, died Sept. 13 in Lawrence Hospital, Bronxville, shortly after undergoing surgery.

Mr. Needham joined the *World-Telegram* in 1931 when the *World* and the *Telegram* were merged; he had worked on the *World* for three years before that. A veteran of 41 years in the newspaper field, Mr. Needham also worked on the old *New York American* and on newspapers in Atlanta, Houston and Baltimore.

HESTER M. STILES

DETROIT, Sept. 20—Hester M. Stiles, head of the contract department of Campbell-Ewald Co., advertising agency, until her retirement three years ago after 25 years of service, died in California, where she was vacationing, on Sept. 12.

PAUL E. JACKSON

TUXEDO PARK, N. Y., Sept. 20—Paul E. Jackson, 61, head of Jackson & Hedrick, an agency which moved here from New York City about two years ago, died at his home yesterday after a long illness. #

Aubrey, Finlay Adds Two

Robert E. Parker and Allan C. Gordon have joined the farm radio-tv staff of Aubrey, Finlay, Marley & Hodgson, Chicago. Mr. Parker formerly was farm director and promotion manager for WBAY and WBAY-TV, Green Bay, Wis.; Mr. Gordon previously was an account executive with Marsteller, Rickard, Gebhardt & Reed, Chicago.

Against a background of steady growth in the over-all American economy...

with gross national product up $23 billion over last year—at an all-time high...

with personal income up $20 billion over last year—at an all-time high...

with August 1960 employment up one million over August 1959—at an all-time high...

with economists forecasting new highs and accelerated growth in the years immediately ahead...

WITH AMERICA ON THE MOVE

Here's how *we* stand:

In 1st 6 months 1960, LOOK average circulation topped 6,200,000—an all-time high for any half year.

In 1st 9 months 1960, LOOK ad revenue totaled $39,700,000—up 24% over the same period of 1959 for another all-time high. (Pages were up 123.)

The October 25, 1960, issue will carry $3,500,000 in ad volume—an all-time high for any LOOK issue.

Fourth quarter 1960 will be the biggest quarter in LOOK history—in circulation and ad revenue.

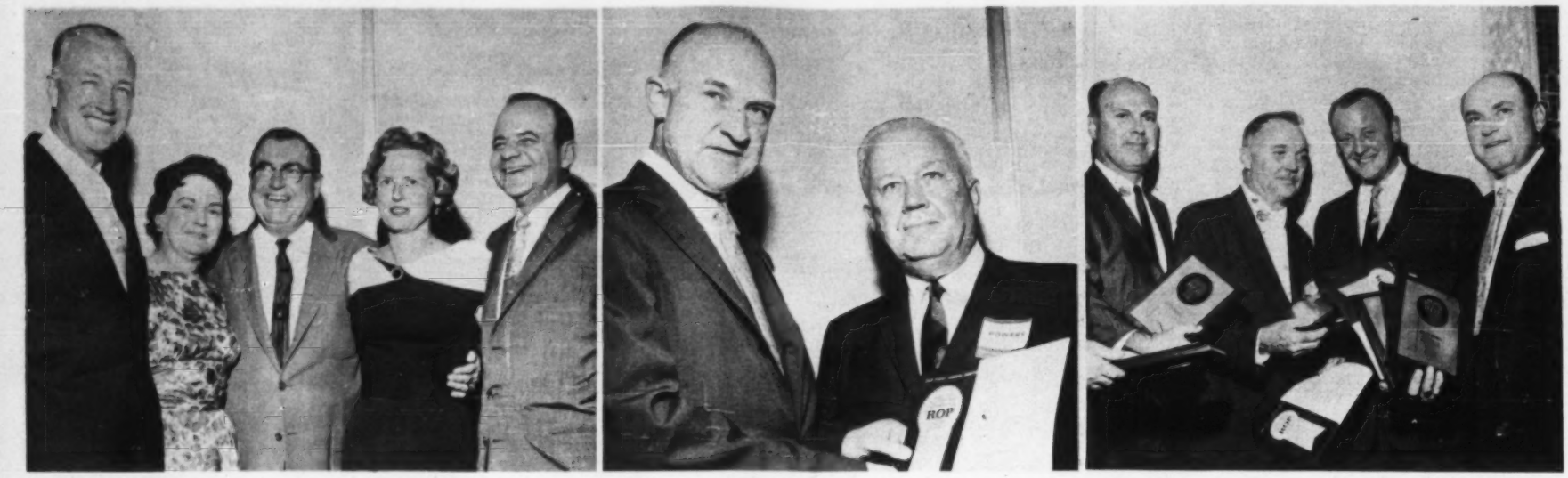
Full year 1960 will be the biggest year in LOOK history, with ad revenue exceeding $55,000,000. Only two other magazines have ever passed $50,000,000.

LOOK's record-breaking growth—and the climb to new records by the magazine industry as a whole—is especially significant in terms of America's economic strength. For magazine advertising has long been a positive barometer of economic climate, reflecting the sound judgment of business leaders in capitalizing on current and future sales potential.

As our country continues to forge ahead, LOOK—and the magazine industry—will continue to provide business with the marketing tools for effective, efficient distribution of goods and services. America never stops growing and those who grasp its opportunities will set the pace for the nation. Success is a journey, not a destination.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER



Malcolm Mrs. Malcolm De Bolt Mrs. Papert Papert Elder Powers Carter Dunn Sykes Butler

SOUTHWEST R.O.P. COLOR CONFERENCE—*Pictured at the Southwest R.O.P. Color Conference held in Dallas last week are Mr. and Mrs. Don Malcom, Burgess-Cellulose Co.; Vern De Bolt, the American, Odessa, Tex.; Mr. and Mrs. Sam Papert Jr., Texas Daily Press League; Matt Elder, Tulsa World and Tribune; Ray Powers, Houston Press; Amon G. Carter Jr., Fort Worth Star-Telegram; Arthur Dunn, Fitzgerald Advertising; William Sykes, Oklahoma City Oklahoman and Times, and Jack Butler, Houston Chronicle.*

PHOTO REVIEW OF THE WEEK

Sootheran Pearson Muir

NEW PRESIDENT—*W. R. (Bill) Sootheran, Niagara Falls Evening Review, talks with Hon. Lester B. Pearson, leader of Canada's Liberal party, following Mr. Sootheran's election as president of the Newspaper Advertising Managers' Assn. of Eastern Canada. Looking on is John D. Muir, Hamilton Spectator, the retiring president.*

Wedereit Griffin Nadler Allen Priebe

WELCOME BELL—*Adrienne Nadler, of Hoffman-York-Paulson-Gerlach and "belle" of the Milwaukee chapter of Assn. of Industrial Advertisers, presents a welcome bell to four guest panelists who discussed "Getting the Most for Your Money in Media" at a meeting of the chapter. The panelists are Gene Wedereit, Chemetron Corp.; Phil S. Griffin, Electric Light & Power; P. D. Allen, Maclean-Hunter Publishing Corp., and John A. Priebe, Reincke, Meyer & Finn.*

Weaver Healy

Pauli Blondel Sarmento

MCCANN AT SCHLOSSHOTEL—*Pretty unidentified fraulein from McCann-Erickson's Frankfurt office distributes apples to Sylvester (Pat) Weaver and Robert E. Healy, chairmen of McCann-Erickson Corp. (International) and McCann-Erickson Advertising (U.S.A.), respectively, during "Adam & Eve" presentation at two-day meeting on creativity held at Schlosshotel, 20 miles outside of Frankfurt. Three other top McCann executives present were Helmut Pauli, exec vp of Geneva office; Charles Blondel, head of French office and president of McCann-Erickson Europe; and Armando Sarmento, New York-based president of McCann's international subsidiary.*

recent Quotes

from happy advertisers* show what
we mean when we talk about the

Extra Selling Thrust

of the Washington Star

"The response to our ad in The Star was electrifying . . . we sold over $300,000 worth of houses at a cost of less than eight-tenths of one percent."

"We think it only fair to give credit when due, so I am pleased to inform you that the 1960 Catalog of Fine Furniture 20-page gravure section we ran in The Sunday Star has provided us with the most successful sales promotion in our 22-year history."

"Our Washington area agents agreed that newspaper advertising in The Star would provide the unique local impact so necessary for local selling thrust. We were not disappointed. Following publication of two half page ads in The Star agents reported heavy customer response and a high percentage of sales directly attributable to this ad campaign."

THE WASHINGTON STAR WASHINGTON, D.C.

Member of MILLION MARKET NEWSPAPERS, INC.

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

* Names on request

'Farm & Ranch' to Reduce Rates, Circulation Guarantee

Farm & Ranch, Nashville, will reduce its circulation guarantee to 1,140,000 from 1,290,000 effective with its January 1961, issue. At the same time, rates for a onetime b&w page will be reduced to $4,800 from $4,975. Thomas J. Anderson, president and publisher, cited the "continuous decline in number of farms" as reason for the changes.

Silver Quill to Go to Adm. Burke

WASHINGTON, Sept. 20—Adm. Arleigh A. Burke, chief of naval operations, has been named recipient of the 1960 Silver Quill Award, sponsored by National Business Publications.

The award will be presented at NBP's State of the Nation dinner Jan. 27 in Washington. NBP anticipates that more than 1,700 publisher members and guests will attend.

The association said Adm. Burke has been a long-term friend of the specialized business press. He was featured speaker at NBP's spring meeting last year and presented the 1959 Silver Quill Award to Maj. Gen. James Doolittle last January. #

McCunn Sets First Drive for Tanqueray's Gin

James M. McCunn & Co., New York, is launching its first national advertising on the trade level for its imported Tanqueray's gin, and will break into national consumer magazines in January, 1961. Based on the contention that "selectivity is an art," the ads follow the pattern of "rare pleasure in selecting the finer things of life."

The first in the series is themed to "sailing is an art," to be followed by "sculpture is an art." The agency is Katz, Jacobs & Co., which got the account in August, 1959.

Consult THE MIDWEST'S FASTEST GROWING PRINTING HOUSE FOR

- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset

Write, Wire, Phone

Nebraska Farmer Company

Out of the "high-rent" district at

1420 P STREET LINCOLN, NEBRASKA

The Scranton Times GOES BEYOND THE COUNTY LINE!

The Scranton Times

SAWYER - FERGUSON - WALKER COMPANY, INC., National Representatives NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

STARCH TOPPERS—*Coca-Cola's outdoor poster for king-size Cokes won the top Starch rating for the four weeks ending Aug. 3 with a copy performance index of 76%, and a Coca-Cola poster for regular Cokes won third place with 63%. Wonder Bread was second with 69%. The remaining seven of the top ten were, in order: Sunbeam bread (52%); Wrigley's gum (52%); Coppertone (52%); Royal Crown Cola (51%); Zee toilet tissue (48%); Wonder buns and rolls (48%) and Rheingold beer (46%).*

Lake Publishing to Launch 'Plastics Design & Processing'

Lake Publishing Corp., Libertyville, Ill., will launch a new monthly, *Plastic Design & Processing*, in the spring of 1961. The publication will be directed to plastics molders, extruders, laminators, formulators and fabricators. Subscriptions for manufacturers of raw materials, processing machinery and tools or molds for plastics will not be counted as qualified circulation. Lincoln R. Samelson, publisher, said that "such subscriptions represent waste circulation for most advertisers, although other plastics magazines classify these subscriptions as qualified circulation." The circulation will be controlled to reach the engineers, production supervisors, designers, purchasing agents and management men responsible for the processing, buying and specifying of plastics.

Twelve-time b&w page rate for the magazine will be $518.

YOUR shortcut to the German Market

To open up new trade connections, to introduce new goods, or to attract tourists and visitors to international fairs — let DIE WELT establish these contacts for you.

DIE WELT's circulation of nearly 300 000 copies reaches the most influential people – your potential customers throughout Western Germany.

GERMANY'S LEADING NATIONAL DAILY NEWSPAPER

Printed simultaneously in Hamburg, Berlin and Essen.

DIE WELT

For Specimen Copy and advertising rates, contact our exclusive American representatives.

INTERNATIONAL NEWSPAPER ADVERTISING - KARL SANGER

1475 Broadway, New York 36, N.Y. BRyant 9-4344

The News has most SCOTCH buyers in New York!

290,000 NEWS	140,000 Mirror	160,000 Times	70,000 Herald Tribune	140,000 Journal-American	70,000 Post	110,000 World-Telegram & Sun

(Source: Profile of the Millions – 2nd Edition)

Once Scotch buyers were pretty scarce—but today 28% of all whisky buyers in the New York metropolitan market buy Scotch, and 40% of the Scotch buyers are News readers.

The New York News has more of them than any other morning or evening paper!

The News moves merchandise in package liquor stores becauses it reaches more buyers. It gives best coverage of all income groups, including the top, and is read by more home owners.

To sell New York—you need The News!

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—3 & 5 Warwick House St., London, S.W. 1

WANT MORE CUSTOMERS IN SAN DIEGO . . .

Per cent of families reached

LOOK	11%
LIFE	15%
S.E.P.	16%
READER'S DIGEST	34%
PARADE (METROPOLITAN COUNTY AREA)	72%

The things people of San Diego read about in the **SAN DIEGO UNION** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by West-Holliday Co.

PARADE . . . The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

SUCCESS STORY—*Dale Carnegie & Associates used this color spread—its first color advertising—in the Sept. 19 issues of Time and Newsweek.*

Stress 'Difference' to Build Image on Small Budget: Connor

MINNEAPOLIS, Sept. 20—When you need to build an image for a client on a small budget, try advertising with "the impact of difference," John Connor, new creative director at Knox Reeves Advertising, suggests.

In a speech last week opening the new season of the Advertising Club of St. Paul, Mr. Connor cited his experience with Cunningham & Walsh, San Francisco, in behalf of Qantas, the Australian airline that suddenly became an around-the-world jet carrier in 1958.

■ Striving for impact of difference (not to be confused with "off-beat" advertising, which Mr. Connor thinks is mostly just plain "beat") the agency's first ad announcing the approach of jet service dealt, in four colors, with food and service.

"Meet the 1,800-mile meal . . . aboard a Qantas jet," the copy proclaimed.

And when the jets went into service, a new series of newspaper ads on the west coast opened with a "shocker" featuring a picture of a hole in the ground.

"This is one way to get to the other side of the earth," the copy read. "But now there is a faster way to get Down Under."

Mr. Connor also described the agency's success in changing the image of San Francisco's United Bay Crusade to put more dollars in the pot for good works.

■ And he ticked off these ground-rules of image-building:

"It is obvious to everyone that an image is something created in and by the human mind.

"Most people carry conscious or subconscious images of companies and brands and products. Usually, an image is the result of a number of characteristics associated with a company or product because of advertising and product performance.

"The image can be good or bad, exciting or dull—or almost any attitude that comes from mixtures of conscious or subconscious emotions and expressions.

"The exciting point of all this is that your image can be carefully shaped—providing your advertising people understand this intricate and fascinating process.

"Each advertisement must make a planned contribution to a well defined image." #

Gage Joins Vautrain

Ralph W. Gage has joined the staff of Charles E. Vautrain Associates, Holyoke, Mass. He formerly was advertising and sales promotion manager of Skinner Chuck Co. and Skinner electric valve division, New Britain, Conn.

New Dale Carnegie Drive Uses Color

NEW YORK, Sept. 20—Dale Carnegie & Associates is breaking into color advertising for the first time with a color spread in the current issues of *Newsweek* and *Time*.

The organization, which spends $300,000 a year in national advertising and "millions" in local advertising, is stepping up its ad activities to match its increased business. About 82,000 people are expected to graduate from the organization this year.

Reviewing the Dale Carnegie ad strategy, John Mason, ad manager, told ADVERTISING AGE that the organization maintains a consistent national program.

■ It kicks off with a page at the end of summer, goes through September, and drops to one-third pages in October. Because of the school vacations the ad campaign is dormant in November and December, then gets back to full pages in January and February, with one-third pages again from March. There will be no advertising in June, July and August.

Dale Carnegie uses all media, but on tv it sticks to spot commercials. There will be no network tv this fall, a consequence of the poor results of the organization's tie-up with the "Jack Paar Show" (NBC), which "did no good at all."

Guy Davis, Chicago, is the agency. #

Agency, Consultant Unite

McCormick Associates Inc., marketing consultant, has been named as associate of Stedfield & Byrne, Cleveland agency, and Paul C. McCormick has been elected a vp of the agency. The companies will continue to operate separately but services of both will be available to clients of each organization. McCormick Associates is moving to new offices at 1105 Chester Ave., adjoining Stedfield & Byrne, on Oct. 1.

Mathes Appoints Two

J. M. Mathes Inc., New York, has named M. J. Holmes Jr., formerly assistant merchandising manager in charge of advertising and sales promotion of the Richmond division of Rheem Mfg. Co., New York, a media buyer in the consumer, industrial and trade areas. Mathes also has named Mildred A. Vigderhouse, formerly with Ruder & Finn, to supervise radio-tv publicity.

Angostura Bitters in Drive

Angostura bitters will be promoted by Angostura-Wupperman Corp. this fall with the largest ad campaign in its history. Foote, Cone & Belding, New York, has scheduled up to 30 tv spots weekly in Los Angeles and New York, plus 13 four-color pages in *Sports Illustrated* and *The New Yorker*.

Thank you Purchasing News

for helping us give our advertisers this sensational circulation bonus!

Does Gimbels tell Macy's?

Purchasing News told PURCHASING Magazine . . . and *you* reap the benefits.

Starting with its November issues, PURCHASING Magazine adds 3158 prime buying influences in the important metalworking industries to its circulation . . . at no increase in advertising rates.

Here's how it all came about.

Last May, *Purchasing News* became a new publication called *Electrical/Electronic Procurement*, limiting its circulation and editorial coverage to this field.

More than 12,000 key purchasing influences in metalworking no longer qualified to receive the magazine. Rogers Publishing Company conscientiously developed this list over a period of years at considerable expense and did not believe it fair to these readers, or the trade press, to let it go unused.

PURCHASING Magazine acquired this valuable list. Frankly, we weren't the only ones who wanted it. But we have it . . . and you can take full advantage of it in your 1961 advertising schedule . . . *at no increase in advertising rates.*

Avoidance of duplication, plus our own strict circulation standards, helped pare the list to 3158 individuals. They will receive PURCHASING Magazine starting with the Nov. 7, 1960, issue.

This circulation bonus includes some new plant coverage and increased plant penetration in the expanding O.E.M. Most of the new names would undoubtedly have turned up sooner or later in our continuing Buying Power Study.

But thanks to *Purchasing News* (and our willingness to absorb the cost), we pass this extra selling power along to you *now* . . . with no rate increase.

A little early for a Christmas bonus, perhaps, but just in time to help you plan for greater 1961 sales with a power-packed advertising schedule in PURCHASING Magazine.

Over 30,000 circulation with the Nov. 7 issue . . . by far the greatest coverage of industrial purchasing

PURCHASING MAGAZINE

Sells the man who buys

205 East 42nd Street, New York 17, N.Y.

BPA A Conover-Mast publication

GREASE-LESS—*American Skultuna Inc., New York, pushes the new no-fat fry pan from Sweden with a series of ads. First ad will appear in the November Good Housekeeping. E. A. Korchnoy Ltd. is the agency.*

MacManus, John Names Six

Roy M. Marshall and Edward J. Whetter have been named account executives in the commercial products group of MacManus, John & Adams, Bloomfield Hills, Mich. Mr. Marshall formerly was an account supervisor and director of business development of Ross Roy Inc. Mr. Whetter previously was with Montgomery Ward & Co. MacManus, John also has named four men to its creative department. They are Dyne Englen and Edmund L. Bigelow, group copy supervisors; Harry Hager, a copywriter; and Richard Zayac, an artist.

Gaynor & Ducas Boosts Two

Gaynor & Ducas, New York, has promoted Robert F. Wooldridge from vp to senior vp. He also is a member of the executive committee. The agency also has promoted Norman A. Church, an account executive in the Beverly Hills office, to a vp.

Abrahamson to Conover-Mast

Herbert C. Abrahamson Jr., senior midwestern sales representative of *Consumer Packaging* and *Industrial Packaging* in Chicago, has joined the Chicago office of *Construction Equipment*, a Conover-Mast publication, as a midwestern sales representative.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Dentists Split in ADA-Crest Views, New Returns Say

One P&G Rival Also Questions Dentists on ADA's Crest Endorsement

NEW YORK, Sept. 20—Despite the passing of the deadline, dentists continue to respond to ADVERTISING AGE's mail survey asking 500 of them what they think of the American Dental Assn.'s recognition of Crest toothpaste.

Questionnaire returns since the Aug. 29 deadline are almost evenly divided between favorable and unfavorable replies, with a smaller segment expressing qualified approval. In the original story (AA, Sept. 5) AA found that dentists favored the move by roughly a two-to-one margin.

Respondents are evenly divided, again, as to whether or not they will switch to the Procter & Gamble stannous fluoride dentifrice which has won ADA recognition as a decay preventive.

■ The most voluble of the favorable replies came from a St. Paul dentist, who wrote that the ADA endorsement was an "excellent idea." "The other companies have been so glib about their claims, and so extravagant in their advertising, that the public needs guidance when something finally comes along of real use," he said.

This enthusiast was "definitely" recommending Crest to his patients "every day" and had "been doing so for many months."

A Dallas dentist who did "not know the facts" was nevertheless recommending Crest as a "good toothpaste" and said he will switch to that brand from the "several" he now uses.

An East Side Manhattan dentist, who approved of the endorsement, said he had been prevented from telling patients about his sentiments only because he was on vacation.

■ On the negative side, recent reactions include a Cleveland dentist who thought the ADA action "unwise"; a New Yorker who said Crest was "not definitely proven"; a Portland dentist who wrote, "It should not have been made, but rather approval of the stannous fluoride principle," and a Seattle practitioner who said it was "not proper to endorse and I feel that no ADA endorsement should be forthcoming for any product." None of these four will recommend Crest to their patients, though the Portland dentist said he would suggest a stannous fluoride dentifrice. He is a "salt and soda" man for his own bicuspids, and did not plan to switch.

A Norfolk dentist was in agreement with the Portland man. He wrote: "I think ADA is endorsing the fluoride in the toothpaste more than the product itself. I don't think it was a very wise move. However, if stannous fluoride is as good as the ADA says it is, it should stimulate more toothpaste manufacturers to add it to their products."

A midwest dentist observed: "The involved wording of the en-

What AA Asked

Readers have been calling AA to ask specifically what questions were put to the dentists. For others who might also like to know, they were:

1. What do you think of the ADA endorsement of Crest toothpaste as a proven decay-preventive?
2. Do you plan to recommend Crest toothpaste to your patients?
3. What have you been telling patients who ask you about Crest and the ADA endorsement?
4. What dentifrice do you now use? Will you switch to Crest? #

National and Local Advertisers Using Herald Tribune Color

Lord & Taylor
Life
McCall's
John David
Good Housekeeping
Pan American
Stern's
Calvert
American Airlines
Arnold Constable
L & M Cigarettes
American Dairy Association
Macy's
Saks Fifth Avenue
Plymouth
Amoco
B. Altman
Blue Coral
Parliament
—and more scheduled!

dorsement seems designed to confuse public understanding."

■ One thing many dentists seem to have in common is a desire for free samples. Quite a few who reported in time for AA's first story requested samples, evidently under the impression that AA maintained a supply depot.

For this story, one dentist said he used Crest "except when I get free samples of other brands!" Another dentist, in Seattle, scrawled "don't know" to AA's questions and underneath just one word: "Samples." He put the same word on the second page of the questionnaire as well. A Tampa dentist, asked what brand he used, was right to the point: "Whichever is sent me as samples."

■ Elsewhere in dentistry, small pockets of opposition to the ADA have popped up since AA first queried a sampling of its membership about their sentiments.

In Decatur, Ill., the *Decatur Herald* reported Sept. 4 that "a number of local dentists are expected to protest the ADA endorsement of Crest toothpaste" at the local society's business meeting Oct. 4. The *Herald* reported "some local dentists claim the tests resulting in the endorsement were inconclusive, and challenged the ethics of the move."

In Boulder, Colo., on Aug. 31, Pittsburgh dentist Walter S. Weisz told a meeting of the American Academy of Pedodentists—without naming names—that the highly publicized anti-cavity toothpaste may not be as it is cracked up to be, despite the ADA endorsement. Dr. Weisz is reported to have said that the toothpaste which he did not name actually may increase decay and also could stain teeth. Dr. Weisz was said to have also criticized the fact that most Crest studies were done by only one research team.

■ At least one major toothpaste maker is known to have interviewed dentists in major cities recently, asking them how they felt about the ADA endorsement. The interviews were face-to-face and nothing was in writing.

Under the circumstances, the company is said to have found that the dentists were "terribly disappointed, generally" in the ADA action, although they expressed favorable sentiments toward an endorsement of stannous fluoride dentifrices without a brand name mention.

This could be a straw in the wind, indicating how competitors may seek to combat Crest. #

Ward Names Carey

James W. Carey has been appointed executive head of Taylor M. Ward Inc., Ithaca, N.Y. Margaret M. Ward, president, said Mr. Carey will manage the agency, established in 1944 by her late husband, Taylor Ward. Mr. Carey worked at Ward from 1949 to 1957 as account executive and copy department head. Since then he has been an account executive of Comstock & Co., Buffalo.

MABEL LABEL—*Carling Brewing Co. will use the "It's fall again, call again . . . Mabel" jingle theme in radio and point of purchase advertising this fall for its Black Label beer.*

Esso Standard Boosts Peyton

Charles O. Peyton, since 1959 head of the petroleum specialties department of Humble Oil & Refinery Co.'s Esso Standard division, New York, has been named manager of industrial and consumer sales for Esso. He will now combine both jobs, thus consolidating petroleum specialties with Esso's headquarters marketing department. Mr. Peyton succeeds Charles W. Bohmer Jr., who has joined the headquarters organization of Humble in Houston as assistant to the vp and director for marketing, D. Woodson Ramsey Jr.

Reps Elect Howard

Frank Howard, of Edward Petry & Co., has been elected president of the New England Assn. of Radio & Television Representatives. Other new officers are William A. Creed, Foster & Creed, vp, and John King, of Peters, Griffin, Woodward, secretary-treasurer.

Reuter & Bragdon Boosts Two

Reuter & Bragdon, Pittsburgh and New York, has promoted G. Taylor Urquhart from vp to senior vp in charge of client relations and Faris R. Feland from account executive to supervisor of accounts administration.

...you should have seen these ads in **COLOR**!

...in New York's *ONLY*

COLOR IN THE MORNING newspaper!

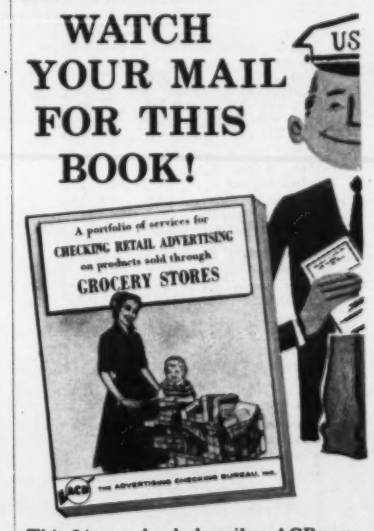
In three months—since the Herald Tribune first offered spot color to advertisers—dozens of ads have taken advantage of this bright, new spectrum for selling the nation's top market. Right now... your product can have the most brilliant, colorful, effective advertising in New York ... added impact for reaching the richest concentration of $7,000-plus people.

Herald Tribune

230 West 41st Street • New York 36, N. Y. • PE 6-4000

If your products are sold through retail food stores—

WATCH YOUR MAIL FOR THIS BOOK!



This 24-page book describes ACB services that help you in the control and better use of retail food store promotions. Discusses all 3 types of co-op advertising plans and non-plan as well.

This book mailed Sept. 15 to all names on our lists. If we have missed you (or you think we might) send postcard and we will mail a copy immediately.

Advertising Checking Bureau,
18 S. Michigan Ave., Chicago 3.

September Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	1960 Sept.	1959 Sept.	1960 Jan.-Sept.	1959 Jan.-Sept.	1960 Sept.	1959 Sept.	1960 Jan.-Sept.	1959 Jan.-Sept.	1960 Sept.	1959 Sept.
General Farm Publications										
§American Agriculturist (sm)	20.7	20.2	255.4	259.8	15,073	14,681	185,918	189,114	13,007	12,814
‡†§Arizona Farmer-Ranchman (bw)	49.6	65.5	529.2	519.8	37,502	49,578	400,107	393,024	36,698	48,515
Arkansas Farmer: (mon)										
‡Delta Edition	11.3	10.0	164.4	160.7	8,540	7,540	124,303	121,521	7,996	6,845
‡Western Edition	11.1	8.7	144.1	155.4	8,396	6,599	108,937	117,543	7,908	5,904
Average 2 Editions	11.2	9.3	154.3	158.1	8,468	7,069	116,620	119,531	7,952	6,375
†Business Farming (mon)	24.0	23.5	290.7	285.4	10,831	10,582	130,856	128,476	9,247	10,212
‡‡§California Farmer: (sm)										
Central Valley Edition	38.8	—	333.6	—	23,523	—	252,647	—	22,892	—
Northern Edition	42.0	40.4	363.5	363.8	25,447	33,019	276,901	294,591	25,488	31,661
Southern Edition	35.7	37.8	313.3	345.2	21,647	30,863	237,416	279,400	20,884	29,505
Average 3 Editions	38.8	39.1	336.8	354.5	23,539	31,941	255,655	286,995	23,088	30,583
Colorado Rancher & Farmer (sm)	37.0	38.8	349.3	337.6	27,995	29,369	264,326	255,459	26,819	27,843
Dakota Farmer (sm)	35.2	55.6	479.8	607.3	27,619	43,573	376,214	476,138	27,003	42,532
Electricity on the Farm (mon)	—	—	79.6	79.2	—	—	27,468	27,326	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	25.1	30.1	292.7	313.6	10,789	12,922	125,560	134,555	9,319	11,823
‡Southwestern Edition	25.7	31.7	303.3	317.5	11,009	13,580	130,098	136,191	9,432	12,309
Average 2 Editions	25.3	30.7	296.8	315.1	10,875	13,178	127,327	135,192	9,363	12,013
The Farmer (sm)	87.6	98.2	770.5	836.1	68,695	76,997	604,088	655,486	63,566	71,419
**Farmer-Stockman: (mon)										
‡Oklahoma Edition	23.5	43.5	283.6	293.4	17,846	33,036	215,537	215,551	16,306	31,498
‡Texas Edition	19.4	34.5	267.9	249.3	14,721	26,186	203,608	179,989	13,181	24,402
Average 2 Editions	21.4	39.0	275.8	271.4	16,284	29,611	209,573	197,771	14,744	27,950
Farm Journal: (mon)										
‡Central Edition	74.6	89.9	747.8	756.2	32,017	38,569	320,802	324,425	30,821	37,118
‡Eastern Edition	60.1	74.9	618.1	683.6	25,797	32,134	265,180	293,251	24,601	30,683
‡Southeastern Edition	49.6	61.7	513.1	590.6	21,299	26,486	220,124	253,361	20,103	25,035
‡Southwestern Edition	51.0	61.7	522.1	590.6	21,870	26,486	223,986	253,361	20,674	25,035
‡Western Edition	61.8	83.1	631.4	729.4	26,518	35,637	270,891	312,932	25,322	34,186
Average 5 Editions	59.4	77.4	606.5	690.0	25,500	33,207	260,197	295,992	24,304	31,756
††Farm Quarterly (q)	—	—	299.4	295.5	—	—	138,323	136,521	39,705	41,118
Georgia Farmer: (mon)										
‡North Edition	8.1	7.6	120.2	98.9	6,118	5,773	90,935	74,806	5,526	5,296
‡South Edition	8.1	6.6	143.4	113.3	6,160	5,017	108,431	85,667	5,568	4,540
Average 2 Editions	8.1	7.1	131.8	106.6	6,139	5,395	99,683	80,237	5,547	4,918
Indiana Farmer (sm)	19.4	14.5	140.3	132.5	15,173	11,380	109,957	103,844	11,807	8,678
Kansas Farmer (sm)	46.6	45.9	350.9	363.5	35,393	34,885	266,691	276,273	32,810	31,060
Kentucky Farmer (mon)	14.7	18.2	163.3	192.7	11,542	14,290	127,982	151,121	9,926	12,823
Michigan Farmer (sm)	48.1	61.1	484.4	544.2	36,945	46,936	372,466	417,979	30,051	41,651
Mississippi Farmer: (mon)										
‡Delta Edition	6.7	8.6	124.4	81.1	5,116	6,512	94,098	61,345	4,418	5,910
‡Eastern Edition	6.8	6.8	103.0	75.2	5,170	5,151	77,937	56,892	4,528	4,549
Average 2 Editions	6.8	7.7	113.7	78.1	5,143	5,831	86,018	59,119	4,473	5,229
§Missouri Ruralist (sm)	39.1	50.6	301.9	331.1	29,740	38,461	229,516	251,656	21,981	30,602
Montana Farmer-Stockman (sm)	82.0	82.6	532.0	548.6	62,043	62,451	402,227	414,751	33,355	37,100
Nebraska Farmer (sm)	107.7	101.0	774.6	839.1	81,393	76,388	585,785	635,342	68,233	66,763
§New England Homestead (sm)	13.4	21.3	198.2	233.7	9,380	14,926	138,757	163,579	5,813	10,329
New Mexico Farm & Ranch (mon)	19.2	16.8	186.8	141.0	14,566	12,719	141,546	106,610	14,440	12,579
Ohio Farmer (sm)	60.8	77.8	580.2	671.0	46,716	59,753	445,592	515,363	36,133	49,878
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	26.0	28.9	305.4	322.3	19,641	21,869	230,887	243,658	18,406	20,124
The Oregon Farmer	25.2	23.6	284.6	295.6	19,078	17,882	215,260	223,479	17,756	16,544
The Washington Farmer	26.0	26.9	304.8	305.1	19,624	20,381	230,441	230,710	18,390	18,967
The Utah Farmer	24.7	29.9	290.7	321.9	18,725	22,565	219,777	243,328	16,723	20,205
§Pennsylvania Farmer (sm)	27.5	42.6	334.6	392.5	21,092	32,741	256,999	301,423	17,907	29,489
Prairie Farmer: (sm)										
‡Illinois Edition	132.5	117.7	892.1	931.0	96,484	85,659	649,502	677,800	86,554	75,168
‡Indiana Edition	123.9	111.4	853.9	885.7	90,202	81,121	621,698	644,847	80,272	70,630
Average 2 Editions	128.2	114.6	873.1	908.4	93,343	83,390	635,600	661,327	83,413	72,899
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	63.7	74.3	644.7	667.2	43,266	50,513	438,407	453,716	41,613	49,037
‡Ga.-Ala.-Fla. Edition	64.2	74.5	647.6	664.9	43,664	50,656	440,390	452,108	41,865	49,032
‡Ky.-Tenn.-W. Va. Ed.	62.3	71.6	605.7	622.7	42,351	48,656	411,876	423,449	40,863	47,442
‡Miss.-La.-Ark. Ed.	61.9	74.1	598.6	640.0	42,146	50,395	407,015	435,178	40,541	48,977
‡Texas Edition	64.1	79.2	620.8	662.8	43,581	53,826	422,112	450,729	41,803	52,079
Average 5 Editions	63.2	74.7	623.5	651.5	43,002	50,809	423,900	443,037	41,337	49,313
‡§Rural New-Yorker: (m)										
New York-New England Edition	20.0	23.8	172.0	235.7	15,244	18,199	131,342	182,570	13,088	15,193
Penn-Jersey Farming Ed.	20.0	21.6	162.1	206.1	15,229	16,537	123,551	159,909	13,073	13,711
*Southern Planter: (mon)										
‡Va., W. Va., Md., Del. Edition	19.3	18.3	210.0	176.4	13,539	12,820	147,097	123,441	13,217	12,471
‡N. Car., S. Car., Ga. Ed.	13.4	—	180.8	—	9,391	—	126,549	—	9,069	—
Average 2 Editions	16.4	—	195.4	—	11,465	—	136,823	—	11,143	—
Successful Farming (mon)	77.4	92.9	639.8	702.5	34,820	41,793	287,922	316,124	34,179	41,301
Tennessee Farmer & Homemaker (mon)	8.6	10.9	121.6	140.8	6,731	8,563	95,213	110,436	6,088	7,447
Wallaces' Farmer (sm)	105.8	147.2	840.1	937.2	82,915	115,415	658,632	734,742	71,839	102,110
|||§Weekly Star Farmer: (w)										
Kansas Edition	12.5	12.3	118.6	133.1	30,878	30,370	292,245	328,044	13,982	15,553
Missouri Edition	15.0	14.0	121.2	138.5	37,165	34,701	298,704	341,304	19,377	19,564
Okla.-Ark. Edition	10.4	10.1	100.8	116.8	25,791	25,016	248,554	287,943	12,428	13,077
Average 3 Editions	12.7	12.2	113.6	129.5	31,278	30,029	279,834	319,097	15,262	16,065
Western Crops & Farm Management (mon)	22.7	20.0	207.2	180.3	9,737	8,580	88,894	77,896	9,737	8,580
Western Farm Life: (sm)										
‡Regular Edition	19.9	25.4	165.7	186.2	15,648	19,973	129,790	145,996	11,520	13,432
‡Eastern Edition	23.9	30.1	212.0	256.4	18,741	23,636	166,250	201,084	14,480	17,039
Average 2 Editions	21.9	27.8	188.8	221.8	17,194	21,804	148,020	173,940	13,000	15,235
Wisconsin Agriculturist & Farmer (sm)	51.0	68.3	493.1	568.3	53,410	60,896	441,782	510,239	52,404	60,333
Wyoming Stockman-Farmer (mon)	41.4	39.0	397.8	374.6	32,578	30,632	305,018	287,934	25,867	25,645
Total Group	1,289.9	1,439.7	11,977.9	12,532.9	920,024	1,027,437	8,370,458	8,791,201	841,573	955,343

‡Not included in totals. §Not included in totals; because September figures were unavailable as this issue went to press August figures are shown. †Formerly New Jersey Farm & Garden. ††Effective May 1960 Farm Quarterly published in February, May, August and November; cumulative figures shown are for August issue. ‡Became monthly publication effective with March 1960 issue. *Regional editions first published January 1960. ‡‡Two issues August 1960; three issues August 1959. **Changed from 428-line page to 760-line page February 1959. |||Five issues August 1960; four issues August 1959.

Newspaper-Distributed Farm Sections

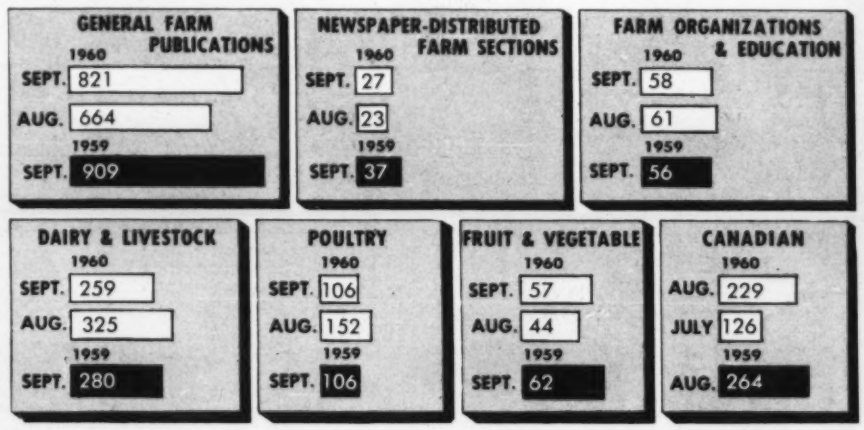
Iowa Farm & Home Register (mon)	21.9	26.0	155.8	165.0	21,870	25,964	155,800	165,041	21,537	25,677
Texas Ranch & Farm (mon)	5.1	11.2	119.8	129.6	5,110	11,228	119,798	129,638	5,026	10,990
Total Group	27.0	37.2	275.6	294.6	26,980	37,192	275,598	294,679	26,563	36,667

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	1960 Sept.	1959 Sept.	1960 Jan.-Sept.	1959 Jan.-Sept.	1960 Sept.	1959 Sept.	1960 Jan.-Sept.	1959 Jan.-Sept.	1960 Sept.	1959 Sept.
Farm Organizations & Education										
*Agricultural Leaders' Digest (mon)	9.7	8.3	61.8	71.3	4,172	3,567	26,513	30,744	4,172	3,567
†Better Farming Methods: (mon)										
‡Eastern Edition	16.3	20.2	179.8	70.9	6,975	8,673	77,143	30,415	6,975	8,673
‡Central Edition	17.1	22.6	196.9	77.2	7,328	9,698	84,468	33,139	7,328	9,698
‡Southern Edition	15.7	18.4	189.8	65.4	6,756	7,885	81,415	28,051	6,756	7,885
‡Western Edition	14.9	18.3	179.6	65.3	6,400	7,871	77,053	28,009	6,400	7,871
Average 4 Editions	16.0	19.9	186.5	223.6	6,865	8,532	80,020	95,940	6,865	8,532
California Farm Bureau Monthly (mon)	11.2	10.5	106.8	92.0	8,449	7,903	80,713	69,616	8,001	7,483
Cooperative Digest (mon)	5.3	5.3	61.9	68.9	2,226	2,226	25,998	29,274	2,226	2,226
County Agent & Vo-Ag Teacher (mon)	20.3	23.9	214.6	228.1	8,706	10,239	92,060	97,763	8,706	10,239
§Iowa Farm Bureau Spokesman (w)	42.4	43.8	431.4	420.8	43,035	44,457	439,292	426,711	40,416	43,080
Michigan Farm News (mon)	2.8	2.2	20.7	20.9	6,490	5,347	47,826	48,257	5,978	4,783
Missouri Farmer (mon)	14.6	12.1	116.4	112.9	6,120	5,105	49,036	47,494	5,314	4,032
National 4-H News (mon)	22.9	18.0	169.3	164.8	9,609	7,764	71,079	69,099	9,609	7,764
‡National Future Farmer (bm)	—	—	139.1	114.6	—	—	60,380	49,535	11,612	11,901
Nation's Agriculture (mon)	4.5	9.4	43.7	67.2	2,019	4,233	19,667	30,221	—	—
Ohio Farm Bureau News (mon)	12.3	8.2	125.2	93.6	5,543	3,675	56,488	42,439	—	—
§Washington Grange News: (sm)										
East Edition	14.9	15.9	110.7	118.7	16,212	17,209	119,767	129,185	15,792	16,785
West Edition	15.1	14.3	109.8	113.8	16,366	15,508	118,467	123,483	15,946	15,084
Average 2 Editions	15.0	15.1	110.3	116.1	16,289	16,359	119,517	126,198	15,869	15,985
Total Group	119.6	117.8	1,246.0	1,257.9	60,199	58,591	609,780	610,382	62,483	60,527

‡Not included in totals. §Not included in totals; because September figures were unavailable as this issue went to press August figures are shown. †Regional editions first published July 1959. ‡Published bi-monthly; cumulative figures shown are for August issue.

Farm Linage Trend

Figures in thousands



Dairy & Livestock

†Breeder's Gazette: (mon)										
‡National Edition	30.4	25.3	175.2	152.1	13,054	10,888	75,182	65,287	5,319	6,877
‡Regional #1 Edition	30.4	—	181.8	—	13,054	—	77,977	—	5,319	—
Average 2 Editions	30.4	—	178.5	—	13,054	—	76,579	—	5,319	—
The Cattleman (mon)	108.2	123.2	853.1	845.3	45,451	51,800	358,413	354,959	12,649	17,157
‡*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	17.0	24.0	228.4	253.5	36,588	51,118	492,370	539,542	22,684	33,575
Kansas City Daily Drovers Telegram	14.6	24.6	208.3	255.1	31,538	52,412	449,087	542,891	22,641	41,894
Omaha Daily Journal-Stockman	23.0	30.1	253.0	281.5	49,278	64,039	545,519	599,104	38,985	50,893
St. Louis Daily Livestock Reporter	10.1	18.2	180.6	203.6	21,739	38,716	389,357	433,254	16,316	30,912
§Dairymen's League News (bw)	11.3	14.8	101.4	121.5	8,205	10,791	73,807	88,430	7,587	10,071
Florida Cattleman (mon)	61.2	75.5	649.9	646.4	25,717	31,726	272,948	271,477	16,101	20,083
Hoard's Dairyman (sm)	57.3	59.6	562.7	571.7	41,680	43,391	409,666	416,225	33,577	35,374
Livestock Breeder Journal (mon)	65.0	72.9	626.4	609.6	27,279	34,230	266,294	259,671	2,184	3,682
National Hog Farmer (mon)	23.8	23.6	212.6	177.4	24,158	23,954	215,790	180,061	23,104	23,117
National Live Stock Producer (mon)	18.6	16.7	165.1	158.8	14,459	12,841	206,091	117,029	13,597	12,180
Western Dairy Journal (mon)	47.5	50.6	353.5	395.5	20,377	21,687	151,537	169,645	8,148	8,100
Western Livestock Journal: (mon)										
Mts. & Plains Edition	51.3	64.6	638.8	614.9	21,991	27,730	274,003	263,820	10,161	9,488
Pacific Slope Edition	58.5	76.6	888.8	898.0	25,080	32,866	381,270	385,267	14,587	14,582
††§Western Livestock Reporter (w)	25.5	20.7	221.8	221.8	34,272	27,821	292,693	290,170	8,099	9,366
Total Group	521.8	563.3	5,129.4	4,917.6	259,246	280,225	2,612,591	2,418,154	139,427	143,763

‡Not included in totals. §Not included in totals; because September figures were unavailable as this issue went to press August figures are shown. †Regional editions first published February 1960. *Changed from 2,128-line page to 2,156-line page September 1959. ‡Twenty-two issues August 1960; twenty-one issues August 1959. ††Five issues August 1960; four issues August 1959.

Poultry

American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	15.5	18.8	125.3	162.8	6,667	8,084	53,779	69,854	3,893	5,511
‡Egg Producer Midwest Edition	16.6	18.9	142.0	172.1	7,172	8,113	60,952	73,857	4,473	5,979
‡Egg Producer Southern Edition	16.5	20.0	145.4	185.5	7,107	8,607	62,386	79,616	4,333	5,807
‡Egg Producer Pacific Edition	17.3	18.9	142.5	183.7	7,431	8,133	61,162	78,845	3,767	5,242
‡Broiler Producer Edition	8.2	8.2	70.7	117.4	3,504	3,506	30,332	50,383	3,504	3,578
‡Turkey Producer Edition	7.2	10.2	98.9	108.8	3,103	4,364	42,440	46,678	3,103	4,418
Average 6 Editions	81.5	95.1	725.0	930.6	34,985	40,807	311,051	399,233	23,073	30,535
‡Broiler Business (mon)	32.1	23.8	232.3	294.6	13,759	10,193	99,675	126,394	10,476	8,247
Broiler Industry	41.4	21.7	269.9	228.4	18,614	9,760	121,503	102,775	14,489	6,610
†Everybody's Poultry Magazine (mon)	22.9	34.3	176.9	268.9	9,854	14,719	75,924	115,429	7,441	9,754
*§Georgia Poultry Times (w)	31.1	28.0	243.1	268.7	32,802	29,526	259,028	281,750	26,768	28,210

(Continued on Page 144)

The Appliance Picture is Brightest in the Rural South

Of all rural markets for home appliances, the rural South is the richest by far! It includes a big 53% of all households in the South, perennially the nation's leading appliance market. What's more, this Southern leadership becomes more dominant year by year! In 1957, 8 out of 12 major appliances sold best in the South; in 1958, it was 9 out of 12; by 1959, the South led in sales of 10 out of 12 major appliances!

Appliance advertisers can reach this rich, rural South with just *one* media buy—The Progressive Farmer. Alone, The Progressive Farmer delivers a *$645 MILLION* appliance market that's almost completely missed by national urban magazines. Even the combination of Life, The Saturday Evening Post, and Better Homes & Gardens misses 81% of The Progressive Farmer's 1,408,000 subscriber-families! So, for home appliances—or any product made for family living or farm production—let The Progressive Farmer fill that big rural South gap in your national coverage. Buy The Progressive Farmer *first*...for most sales South!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959
§The Poultryman: (w)										
Dixie Edition	12.3	8.6	108.1	124.5	13,356	9,428	117,292	135,178	7,752	5,020
National Edition	11.0	8.5	98.0	118.8	11,907	9,217	106,400	128,884	7,024	4,824
New England Edition	16.4	12.4	132.9	154.1	17,794	13,442	144,189	167,190	11,504	8,342
New Jersey Edition	14.6	13.8	148.7	187.0	15,815	15,007	161,287	202,991	10,497	10,433
Poultry Tribune: (mon)										
#Eastern Edition	35.1	41.7	316.7	347.8	15,046	17,885	135,872	149,222	10,971	13,504
#Midwest Edition	33.8	39.0	315.2	340.5	14,495	16,724	135,241	146,073	10,494	12,378
#Pacific Edition	38.5	43.3	390.5	426.1	16,522	18,595	167,516	182,779	10,863	12,843
#Southeast Edition	38.6	43.0	358.6	395.1	16,578	18,427	153,850	169,507	11,716	13,543
#Southwest Edition	35.0	40.0	310.2	352.8	14,999	17,143	133,095	151,365	10,156	12,511
Average 5 Editions	36.2	41.4	338.3	372.5	15,529	17,755	145,114	159,788	10,840	12,956
††Turkey World: (mon)										
#Central Edition	31.0	—	348.1	—	13,318	—	149,342	—	11,475	—
#Eastern Edition	30.8	—	341.7	—	13,223	—	146,612	—	11,478	—
#Western Edition	31.3	—	342.8	—	13,422	—	147,062	—	11,761	—
Average 3 Editions	31.1	30.8	344.2	400.4	13,321	13,202	147,673	171,762	11,571	11,432
Total Group	245.2	247.1	2,086.6	2,495.4	106,062	106,436	900,940	1,075,381	77,890	79,534

#Not included in totals. §Not included in totals; because September figures were unavailable as this issue went to press August figures are shown. ‡Formerly Broiler Growing. *Five issues August 1960; four issues August 1959. ††Regional editions first published December 1959. †Figures shown are for combined August-September issue, published in September.

Fruit & Vegetable

American Fruit Grower (mon)	13.7	13.1	305.0	277.8	5,933	5,679	131,751	120,027	5,562	5,259
American Vegetable Grower (mon)	12.3	18.2	249.6	285.4	5,300	7,862	107,846	123,292	5,058	7,592
California Citrograph (mon)	26.4	23.0	200.9	187.0	17,752	15,498	134,942	125,666	17,444	15,246
Florida Grower & Rancher (mon)	27.9	32.4	224.1	230.9	19,024	22,037	152,533	157,045	18,152	21,276
†Vegetable Growers Messenger (bm)	6.6	8.7	45.8	32.9	2,772	3,654	13,818	19,236	—	—
Western Fruit Grower (mon)	13.8	17.3	250.0	251.6	5,796	7,266	105,000	105,672	5,796	7,266
Total Group	100.7	112.7	1,275.4	1,265.6	56,577	61,996	648,890	650,938	52,012	56,639

†Published bi-monthly; figures shown are for September issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959	Jan.-Aug. 1960	Jan.-Aug. 1959	Aug. 1960	Aug. 1959
Canadian (August)										
Country Guide (mon)	19.8	27.1	292.8	318.7	14,308	19,541	210,835	229,503	—	—
Family Herald (w)	44.9	54.4	550.6	596.7	43,810	53,092	536,930	581,799	26,861	35,728
Farmer's Advocate & Canadian Countryman (sm)	28.5	36.3	310.7	344.7	19,967	25,415	217,492	241,310	15,959	21,622
†Free Press Prairie Farmer (w)	72.9	72.9	696.4	700.8	86,343	83,701	797,991	791,218	32,496	41,181
Le Bulletin des Agriculteurs (mon)	34.2	41.7	390.9	420.1	23,925	29,174	273,586	294,148	23,925	29,174
Western Producer (w)	38.3	49.8	495.2	500.1	41,026	53,370	529,865	536,460	17,230	30,182
Total Group	238.6	282.2	2,736.6	2,881.1	229,379	264,293	2,566,699	2,674,438	116,471	157,887

†Five issues August 1960; four issues August 1959.

Gradiaz, Annis Steps Up Cigar Magazine Campaign

Gradiaz, Annis & Co., New York, has stepped up its fall campaign for its Gold Label Havana cigars by adding three national magazines to the present schedule of weekly insertions in *Newsweek, Sports Illustrated, Time* and *U.S. News & World Report.*

The added magazines are *Esquire, New Yorker* and *New York Times Magazine.* The company has hiked the ad budget 24% following a record summer sales volume. Mogul Williams & Saylor, New York, is the agency.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY. LO 4-3123

99 Ads Cited by Insurance Admen

Five Companies Are Quadruple Winners in 27th Annual Competition

NEW YORK, Sept. 22—The Life Insurance Advertisers Assn. presented 99 awards of excellence to 56 insurance advertisers, here today at the group's 27th annual meeting. *(A complete list of the winners is in the adjoining column.)*

Five companies won awards in four classifications: Continental Assurance Co.; John Hancock Mutual Life Insurance Co.; Metropolitan Life Insurance Co.; Midland Mutual Life Insurance Co.; and Security Benefit Life Insurance Co. Six other companies were triple winners, and 12 were cited in two categories.

■ Awards were made in 16 categories of types of promotion. 437 entries from 105 companies were judged in this 27th annual advertising competition. Entries were judged on the following criteria: appropriateness to stated purposes; originality; appearance or art, clarity or copy.

Also on the program today was a presentation of audio-visual material, a category not in the competition.

Richard A. Chatfield, Continental Assurance Co., is chairman of the exhibits committee. Members of the committee are William Kosowan, Manufacturers Life Insurance Co., vice-chairman for Canada; Lillian Gilster, Franklin Life Insurance Co.; Joseph Hoffman, Prudential Insurance Co. of America; Philip H. Bentz, Philadelphia Life Insurance Co.; and Garrett L. Pettingell, New York Life Insurance Co. #

AWARD OF EXCELLENCE

MATERIAL TO MOTIVATE AGENTS
All American Life & Casualty Company
Bankers Life of Nebraska
Interstate Life & Accident Insurance Company
The Manufacturers Life Insurance Company
Metropolitan Life Insurance Company
New England Mutual Life Insurance Company
New York Life Insurance Company
The Ohio National Life Insurance Company
Security Mutual Life Insurance Company of New York
Southwestern Life Insurance Company
Sun Life Assurance Company of Canada
The Travelers Insurance Company

SALES AIDS
American National Insurance Company
Business Men's Assurance Company of America
Fidelity Bankers Life Insurance Corporation
Fidelity Mutual Life Insurance Company
The Imperial Life Assurance Company of Canada
John Hancock Mutual Life Insurance Company
Massachusetts Mutual Life Insurance Company
Metropolitan Life Insurance Company
The Midland Mutual Life Insurance Company
Mutual Trust Life Insurance Company
Occidental Life Insurance Company of California
The Ohio National Life Insurance Company
Security Benefit Life Insurance Company
State Mutual Life Assurance Company of America

PRESTIGE AND GOOD-WILL BUILDERS
National Life Insurance Company
The Travelers Insurance Company

RECRUITING MATERIAL
Jefferson Standard Life Insurance Company
Lincoln Liberty Life Insurance Company
Loyal Protective Life Insurance Company
Metropolitan Life Insurance Company
New England Mutual Life Insurance Company
Security Mutual Life Insurance Company of New York

DIRECT MAIL
Home Life Insurance Company, New York
The Midland Mutual Life Insurance Company

POLICYHOLDER MATERIAL
The Union Central Life Insurance Company

BROKERAGE MATERIAL
Berkshire Life Insurance Company
Connecticut General Life Insurance Company
Continental Assurance Company

COMPANY FIELD MAGAZINES
Bankers Life of Nebraska
Business Men's Assurance Company of America
Connecticut Mutual Life Insurance Company
Federal Life Insurance Company
Jefferson Standard Life Insurance Company
Life Insurance Company of Georgia
Massachusetts Mutual Life Insurance Company
New England Mutual Life Insurance Company
Peninsular Life Insurance Company
Southland Life Insurance Company
Washington National Insurance Company

EMPLOYEE RELATIONS
Continental Assurance Company
Massachusetts Mutual Life Insurance Company
Southland Life Insurance Company

NATIONAL PRINTED ADVERTISING
Connecticut General Life Insurance Company
Continental Assurance Company
Gulf Life Insurance Company
John Hancock Mutual Life Insurance Company
The Life Insurance Company of Virginia
Metropolitan Life Insurance Company
Pacific Mutual Life Insurance Company
The Prudential Insurance Company of America

REGIONAL PRINTED ADVERTISING
Durham Life Insurance Company
The Imperial Life Assurance Company of Canada
Southwestern Life Insurance Company

INSURANCE JOURNAL ADVERTISING
The Employers' Life Insurance Company of America
General American Life Insurance Company
John Hancock Mutual Life Insurance Company
The Midland Mutual Life Insurance Company
State Farm Life Insurance Company

PUBLIC RELATIONS
Connecticut Mutual Life Insurance Company
Equitable Life Assurance Society of the United States
Liberty Life Insurance Company
Lincoln Liberty Life Insurance Company
The Manufacturers Life Insurance Company
Ministers Life and Casualty Union
New York Life Insurance Company
Security Benefit Life Insurance Company

GROUP COVERAGE
All American Life & Casualty Company
Bankers Life Company, Iowa
London Life Insurance Company
Security Benefit Life Insurance Company
Western Life Insurance Company

PERSONAL ACCIDENT AND HEALTH
Continental Assurance Company
Occidental Life Insurance Company of California
The Paul Revere Life Insurance Company
Security Benefit Life Insurance Company
Security Mutual Life Insurance Company of New York
Western Life Insurance Company

ANNUAL REPORTS
Connecticut Mutual Life Insurance Company
Equitable Life Assurance Society of the United States
Fidelity Bankers Life Insurance Corporation
John Hancock Mutual Life Insurance Company
The Lincoln National Life Insurance Company
London Life Insurance Company
Midland Mutual Life Insurance Company
Occidental Life Insurance Company of California
Pan-American Life Insurance Company
Southland Life Insurance Company

A Technique for Producing

IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE 200 E. ILLINOIS ST. CHICAGO 11, ILL.
"Attention Book Department."

Norman, Craig Celebrates Birthday with Bonus Plan

Norman, Craig & Kummel, New York, will be 20 years old Oct. 1, and the agency announced a celebration in the form of special year-end bonuses to all employes. Non-executive personnel will receive bonuses graded up to four weeks' salary. Executives will receive similar bonuses under a separate plan.

Norman B. Norman, president, noted that NC&K is now handling billings of $35,000,000 annually with a staff of nearly 300 persons.

Leipzig Joins Jay Reiner

Stanley Leipzig, formerly with Dunnan & Jeffrey, has been named to the new post of director of station relations of S. Jay Reiner Co., Mineola, N.Y. The agency specializes in contests, broadcast promotions and "reciprocal trade."

Jones to Retire from 'Esquire'

George W. Jones, a longtime member of the New York sales staff of *Esquire*, will retire Oct. 1 after more than 40 years in advertising.

VITALITY IS IN OUR BLOOD*

Today, everywhere you look in Pittsburgh, you see a shining white metropolis of steel, aluminum and glass springing up. *Looking further, you find Business Week's management subscribers are leading the renaissance.*

Pittsburgh is the nation's largest inland water port. Since World War II, two hundred and fifty major industrial firms have moved to Pittsburgh. *The important buying decisions that affect these firms are made by Business Week subscribers.*

Samuel Maitin

A lithographed reproduction of this woodcut by Samuel Maitin, size 22" x 15", is available when requested on your business letterhead.

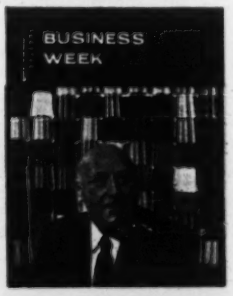
Pittsburgh is solid. Many of America's great companies have their roots here. United States Steel (1,251 Business Week subscribers), Westinghouse (1,080), Aluminum Company of America (389), Gulf Oil (297), Pittsburgh Plate Glass (287), to list a few.

Business Week contributes to the management vitality that is making Pittsburgh grow. For no magazine meets the needs of management men better than Business Week. Management men know that Business Week gives them the vital business news—news so important for use in business. They know that it is accurate, serious, impartial.

Your advertising in Business Week reaches into the heart of Business America . . . sending your message to the men who have the power to act—the men who make the decisions.

*quote from speech by David Lawrence, former mayor of Pittsburgh, now governor of Pennsylvania.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

PERSONAL SERVICE

Robert W. Regan joined The Farley Company in its second year of operation. A veteran of many years experience as an independent representative, he is well qualified to give you a concise but accurate picture of the specialized business markets our media serve. Like all of the men on The Farley Company team, Bob thinks as a marketing counselor. He knows his success depends on how well he serves you in the markets we represent.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

August Advertising Volume in Business Publications

August/*Volume 0.8% (in pages) under 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	13,545	12,991	+ 554	+ 4.3
Transportation	3,154	3,197	— 43	— 1.3
Mining	592	607	— 15	— 2.5
Petroleum & Gas	1,857	1,828	+ 29	+ 1.6
Construction	6,544	6,790	— 246	— 3.6
Food	1,311	1,421	— 110	— 7.7
Services & Distribution	3,800	3,967	— 167	— 4.2
Institutional	2,365	2,618	— 253	— 9.7
Government	496	513	— 17	— 3.3
Export-Import	1,205	1,192	+ 13	+ 1.1
Farm Eqpmt. Distrbn.	154	190	— 36	— 18.9
Total	**35,023**	**35,314**	**— 291**	**— 0.8**

Year-to-date/*Volume + 2.2% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	115,047	109,132	+5,915	+ 5.4
Transportation	27,842	26,657	+1,185	+ 4.4
Mining	5,777	5,934	— 157	— 2.6
Petroleum & Gas	14,891	15,850	— 959	— 6.1
Construction	58,505	58,622	— 117	— 0.2
Food	12,150	11,981	+ 169	+ 2.3
Services & Distribution	34,951	34,985	— 34	— 0.1
Institutional	22,940	22,120	+ 820	+ 3.7
Government	4,015	4,001	+ 14	+ 0.3
Export-Import	9,822	9,859	— 37	— 0.5
Farm Eqpmt. Distrbn.	1,750	1,853	— 103	— 5.6
Total	**307,873**	**300,994**	**+6,879**	**+ 2.2**

Eleanor Accles Joins C&W

Miss Eleanor Accles, formerly media buyer with Adams & Keyes, has been named to the new post of supervisor of media services of Cunningham & Walsh, New York.

Business Papers Show 2.2% Ad Gain for Eight Months: 'IM'

CHICAGO, Sept. 20—Advertising volume in August slipped 0.9% from year ago levels, according to the 352 publications participating in *Industrial Marketing's* continuing tabulation of business paper ad volume. Still on the plus side, however, was the year-to-date volume, with publications collectively reporting a 2.2% greater volume than for the same 1959 period.

With a 4.3% increase over 1959 levels, 124 manufacturing industry publications led the gain column for August. The only other two industry divisions showing plus percentages for the month were the 14 publications serving the petroleum and gas industries and the 22 export-import papers which report to *IM*.

Year-to-date tallies show a different lineup for eight months of this year compared with the like 1959 period. Publications serving the manufacturing industries again held first berth, with a 5.4% increase over last year. In second place for the year were 33 publications in the transportation field. Publications serving the institutional area were in third position, with 24 books reporting a collective 3.7% year-to-date gain over 1959. #

'Look' to Carry Big Split-Run Ad for 19,150 Advertisers

Look will carry its most complicated split-run ad, and the largest in number of pages ever handled by the publication, in the Sept. 27 issue. The magazine will be running a 19-way split of a three-page ad sponsored by 19,150 advertisers, all independent insurance agents who are members of the National Assn. of Insurance Agents.

Production-wise, the three-page ad amounts to 39 pages. The first page remains constant in all 19 versions and carries the message: "The wrong insurance on your car, home or business can cost you thousands of dollars." Each of the splits carries about 1,000 names. *Look* reports that three teams of proofreaders checked the proofs 12 times.

Delroy Adds Barbell

Dan Lurie Barbell Co., Brooklyn, manufacturer of barbells and a division of U.S. Barbell Inc., has appointed Delroy Inc., New York, to handle advertising, sales promotion and public relations. Kenneth Rader Co. formerly handled the account.

Messina Names Korchnoy

Messina Bros. Mfg. Co., Brooklyn, N.Y., has appointed E. A. Korchnoy Ltd., New York, to handle advertising for its new special line of mops, Mo-Pet. Television and newspaper advertising is planned.

EYE-OPENING EXCITEMENT
for P.O.P. DISPLAYS and LABELS

kleen-stik® FLUORESCENT
Pressure-Sensitive Adhesive-Backed Printing Stocks

The dazzling brilliance of fluorescent color . . . *plus* the versatile performance of Kleen-Stik adhesive — creates displays that actually stop traffic and command sales action! Printing is easy by any process — no special inks or handling methods. And Kleen-Stik makes the complete, self-contained display that goes up easy . . . sticks tight . . . stays bright!

5 DAZZLING COLORS!
• Orange-Yellow
• Orange-Red
• Pink
• Chartreuse
• Green

NEW—FLUORESCENT FLEX-STIK
All the dazzle of Fluorescent color in weatherproof, rubber-saturated, extra-flexible stock for many outdoor uses. Orange-Red and Orange-Yellow.

kleen-stik® PRODUCTS, INC.
7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

For samples and complete information, see your regular printing source, or write direct to Kleen-Stik Products.

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

28830

Photo by Ormond Gigli. The ladies in the windows (all 43 of them) are from the Sixties East Model Agency.

How do you tell a lady?

It takes a lady to tell a lady. / It takes a lady to know a lady...to gain her confidence, to be her friend. It takes a lady to provide firm counsel -- and at the same time, welcome company. / The Ladies' Home Journal is a lady, every column inch. The Journal's editors have bred her that way. To talk from the bottom of her heart -- and not from the top of her head. To know that one picture isn't always worth a thousand thoughtful words. To realize you can travel farther on meat than you can on meringue. To sense that you don't get close to your reader by being far out. And to know that a woman only listens when you're talking her language. / Which is why the Journal can tell (or sell) a lady almost anything worth telling (or selling.)

When the Journal speaks-women listen

Gray & Rogers Names Fugitt; Adds Dytronics Account

Gray & Rogers, Philadelphia, has appointed Warren G. Fugitt, former director of European operations for the American Committee on United Europe, to head the new international division of its public relations and publicity department. The new division, which will operate from the agency's Philadelphia headquarters and an office in New York, will undertake planning and programming of overseas publicity and public relations activities; creating, writing and placing product publicity abroad, and general public relations counseling in the international field.

At the same time, Dytronics Inc., Rochester, Mich., manufacturer of die-stamped circuits for electrical and electronic applications, has appointed Gray & Rogers to handle its national advertising.

Adams Joins Hugh H. Graham

Frederick C. Adams has joined Hugh H. Graham & Associates, New Britain, Conn., as account group supervisor. Mr. Adams was formerly vp of Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

4 COLOR PROCESS LITHOGRAPHY
in
ONE WEEK
• Ad Pre-prints
• Market Testing
• Sales Meetings
VAN BUREN OFFSET, Inc.
1821 W. Berteau Ave. • Chicago 13
Diversey 8-5844

Shrill Advertising Is on Way Out, Leonidas Maintains

MONTREAL, Sept. 20—The "lucky break" is out and organized effort must be the watchword for advertisers in the next ten years, George Leonidas, marketing manager of Coca-Cola Ltd. of Canada told the Montreal Advertising Sales Assn. here last week.

Canada's fast growing population with attendant strides in education, he said, is calling a halt to "shrill advertising" and a more dignified approach in all fields of marketing is required.

In his address, "Success in the Sixties," the speaker said more attention must be paid to all proponent parts of growing population and rigid rules applied to meet every need of consumer. The way of life is changing rapidly and every form of advertising and marketing must be made to conform, he said. #

Linares, McFadden, Reinosa, Preschel

IN SAN JUAN—*Newly elected officers of the Advertising Agency Assn. of Puerto Rico are Harlan C. McFadden of McCann-Erickson, president; Oscar Reinosa of Robert Otto & Co., secretary-treasurer; Lee Preschel of J. Walter Thompson Co., vp; and Vincent Linares of National Export Advertising Service, member of the board. Not shown is one other board member, outgoing president Harwood Hull of Publicidad Badillo.*

Brooks Elms Joins Durham as Exec VP, General Manager

Brooks Elms has joined Robert C. Durham, New York, management counsel, as exec vp and general manager. Mr. Elms has been vp on the American Tobacco account at Sullivan, Stauffer, Colwell & Bayles for the past several years.

Brooks Elms

The Durham company has offices in New York, Miami and Los Angeles. International offices recently were opened in Paris under the direction of Howard B. Railey, an American consultant to European companies.

Madison to Faber Advertising

Gerald F. Madison has joined Faber Advertising, Minneapolis, and will handle publicity and work in the development of creative programs for clients. Mr. Madison was formerly publicity manager of Marine Products division of McCulloch Corp.

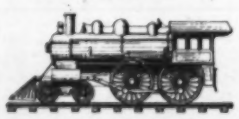
Spalding Names Wilber

Charles Wilber, formerly ad and sales promotion manager of Bates Shoe Co., Webster, Mass., has been named to a similar position with A. G. Spalding & Bros., Chicopee, Mass., athletic goods manufacturer.

Mail Bureau Boosts Marshall

Emmet Marshall has been appointed general manager of the Mail Advertising Bureau, Seattle. Mr. Marshall, formerly sales manager, has been with the bureau since 1955.

No one rides this train unless he's well-armed!



From the Firth of Forth to the Firth of Tay, through Dallas Dhu and Fiddich, chugs a legendary train called the "Whisky Special." Its precious cargo is the prized single whiskies produced in the many stills nestled in Scotland's glens and valleys. Carrying nothing but its treasure and its guards, it brings these whiskies to the major shippers who mature and bottle them into the world's great scotch whiskies.

But all scotches are *not* all Scottish! Some "modern" scotches are bottled elsewhere than Scotland and with other than Scottish water! Thus, missing is the fine Scottish hand of an artisan distiller at the critical bottling stage; missing is the distinctive Scottish water that has coursed through the heather, the mountain glens and finally a mystic Highland burn.

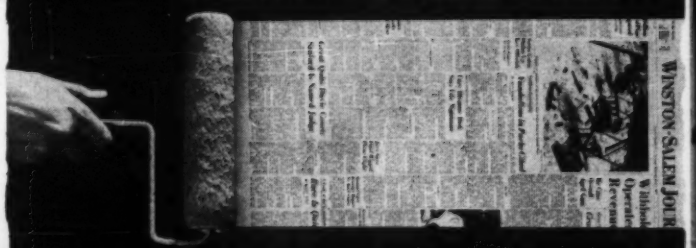
For assurance that the scotch you select is Scottish through and through, look for a label such as this one found on the back of every bottle of ROBERTSON'S YELLOW LABEL SCOTCH.

DISTILLED IN SCOTLAND AND BOTTLED IN THE UNITED KINGDOM UNDER GOVERNMENT SUPERVISION

We at Robertson's are proud of our scotch tradition. For over 130 years ROBERTSON'S YELLOW LABEL SCOTCH has been made according to the very same methods and formula established by John Robertson, in 1827. Since then, nothing has changed but the increasing favor ROBERTSON'S YELLOW LABEL SCOTCH has found far beyond its Highland origins. Select your scotch tastefully.

ROBERTSON'S YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND.
86.8 PROOF • 100% SCOTCH WHISKIES • KOBRAND CORPORATION, NEW YORK 1, N. Y.

YOU CAN'T COVER NORTH CAROLINA



WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL

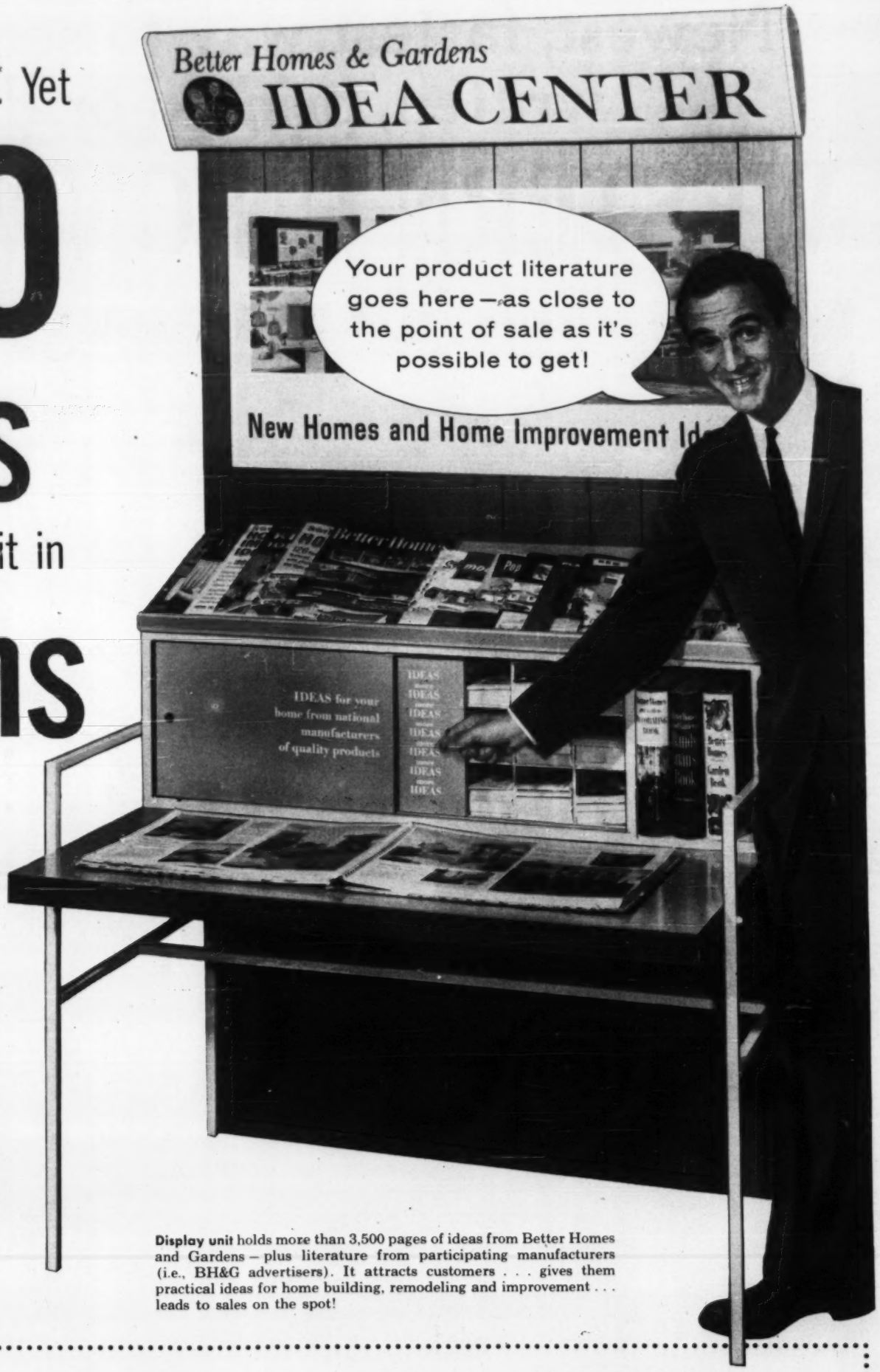
. . . because the Journal and Sentinel not only deliver over 100% penetration in the Winston-Salem metropolitan area but also offer over 70% penetration in an important 11-county trading area. Nothing else covers this area like North Carolina's COLORACTION newspapers—the Journal and Sentinel. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

It's new. It costs $149.50*. Yet

1000 dealers

actually signed up for it in

3 months


Better Homes & Gardens
IDEA CENTER
Your product literature goes here—as close to the point of sale as it's possible to get!
New Homes and Home Improvement Id
IDEAS for your home from national manufacturers of quality products
IDEAS

Display unit holds more than 3,500 pages of ideas from Better Homes and Gardens – plus literature from participating manufacturers (i.e., BH&G advertisers). It attracts customers . . . gives them practical ideas for home building, remodeling and improvement . . . leads to sales on the spot!

Now they're making bigger sales of building materials with BH&G's unique, continuing program

FILLS A REAL NEED: Within the first year, we aimed to sign up 1,000 building material dealers for the new BH&G Idea Center program. Yet today – barely three months later—over 1,000 leading dealers are already *using* the program!

Why? Because these alert, aggressive dealers recognize the great sales power of this program *backed by the authority and influence of Better Homes and Gardens, the Family Idea magazine.* Both retailers and manufacturers profit with this *complete, continuing program* of selling tools.

*Effective Sept. 15, price became $179.50

HOW MANUFACTURERS BENEFIT

1. You get your product literature in one orderly, attractive place—*closer* to the point of sale than ever before.
2. You get the *promotional support* of aggressive, merchandise-minded dealers.
3. Your *own* promotion pieces can be part of the quarterly kit each dealer gets from BH&G.
4. Your BH&G advertisements can refer to *your* literature available to the public in the Idea Centers (listed in BH&G every three months).
5. Above all, *you* share in the "idea power" of the Family Idea magazine, because your story is told—and followed through—in an idea atmosphere . . . to people who are actively looking for the ideas you are promoting.

Many more promotional opportunities are offered in this continuing program. For full details, ask your BH&G representative or: Better Homes and Gardens, Des Moines 3, Ia.

HOW DEALERS BENEFIT

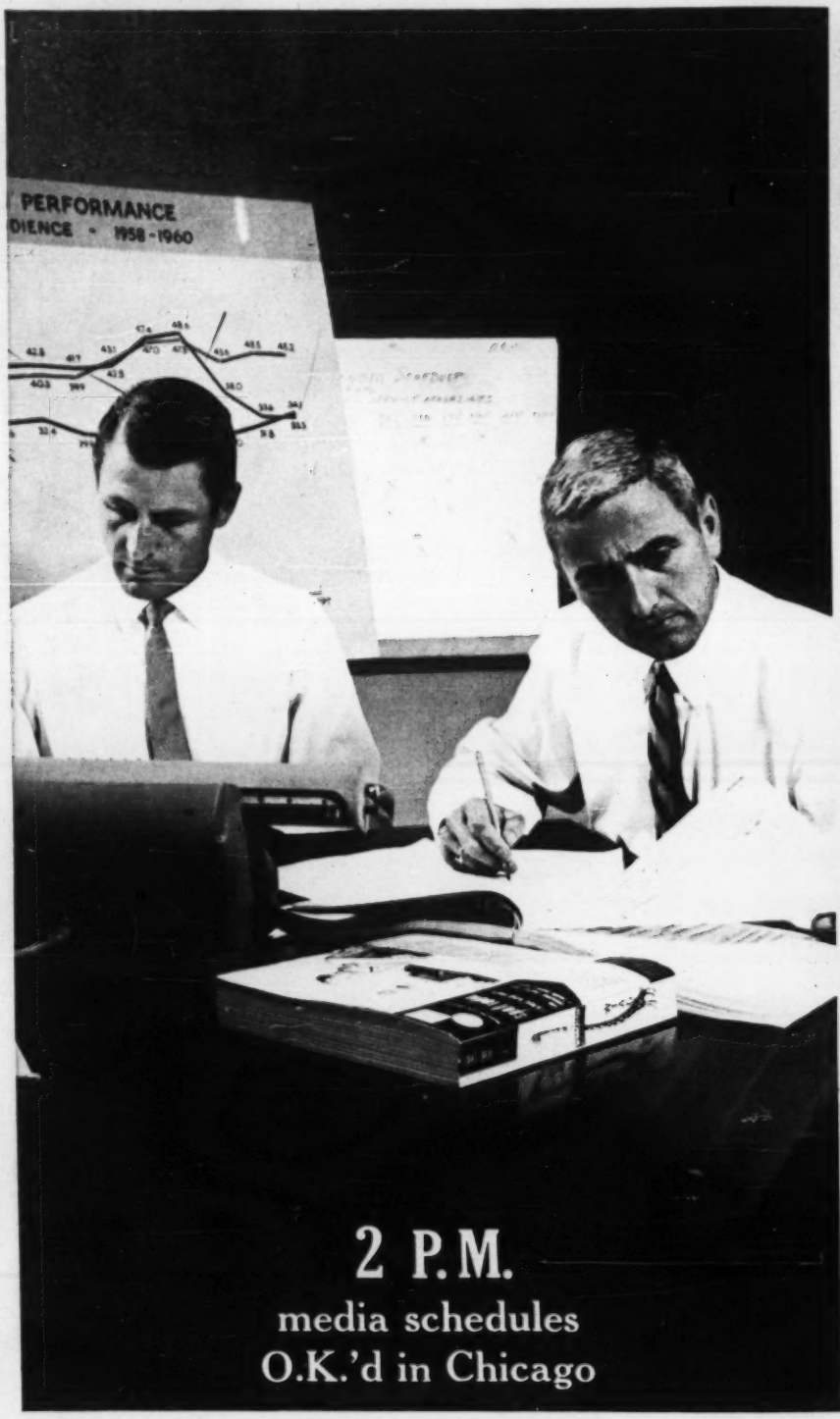
1. They *attract customers* by being listed every three months in BH&G—and by the Idea Center in their stores backed by BH&G's prestige and authority.
2. They have a huge "library" of sales-stimulating idea literature—and an attractive display for it.
3. They get a *continuing* program of effective sales-making promotion aids.
4. They can spend less time on sales preliminaries, more time *actually selling*—and selling *more!*

Better Homes and Gardens

...where America shops for ideas that make sales

Newest, fastest way to send anything written, printed or drawn:

WESTERN UNION WIREFAX



2 P.M.
media schedules
O.K.'d in Chicago

ONE HOUR LATER
schedules delivered in New York
and Los Angeles* by Wirefax

* Present Wirefax Network includes New York, Washington, Chicago, San Francisco, Los Angeles and Hollywood.

Imagine! You can now send insertion schedules, layouts, story-boards, media and marketing charts, letters, coast-to-coast . . . and they'll be received instantly! That's the miracle of Wirefax —the Western Union public facsimile system that speeds your material—reproduces it in exact, error-proof facsimile form.

It's easy! Size of copy is no problem . . . even for double-page spreads. All you have to do is divide your material into 7½" x 9½" units. Just put name and address at top of schedule (or other material) and deliver it to the Western Union Wirefax Center nearest you. Or, if you prefer, a Western Union messenger will pick up your material for a nominal charge.

What does Wirefax cost? Rates are based on the physical length of copy and the distance transmitted. Example: a 7½" x 4" document between Chicago and New York will cost $2.40. Each additional inch is 40 cents. The same document between Chicago and Los Angeles costs $4.00 plus 65 cents for each additional inch, plus Federal Tax. Pack your page with words, figures, drawings, numbers. (You can get 600 typewritten words on a single sheet of paper.)

Where to call for service or information: In New York: WOrth 2-7300, Ext. 452 or 705—in Washington: NAtional 8-7100, Ext. 275—in Chicago: WAbash 2-4321, Ext. 441 or 442—in San Francisco: SUtter 1-4321, Ext. 309—in Los Angeles (including Beverly Hills and Hollywood): MAdison 7-4321, Ext. 333.

Advertising Age

Feature Section

Session with an Art Director

Play It Local First: Groesbeck

Internal Competition Increases

Revue of Halftone Techniques

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Having Fun Second-Guessing the Art Directors . . .

'This Is How I Would Have Done These Ads,' Says Steve Baker, as He Redesigns Current Print Campaigns

A Featured Presentation
From the Third Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

At the third annual Summer Workshop sponsored by Advertising Age, Stephen Baker, vp and senior art director of Cunningham & Walsh, New York, redesigned a score of print campaigns, showing how he might have handled illustration and layout if he had done the ads. Mr. Baker, a member of the creative planning board of the agency, is not only a frequent recipient of awards in the art field, but he is also a prolific writer. His recent book, 'Advertising Layout and Art Direction' (McGraw-Hill) has been widely applauded. He is also the author of 'How to Live with a Neurotic Dog' and 'How to Play Golf in the Low 120's.'

Mr. Baker has agreed to make duplicates of his original color slides available to AA readers who may want them. His address is 260 Madison Ave., New York 16.

Steve Baker

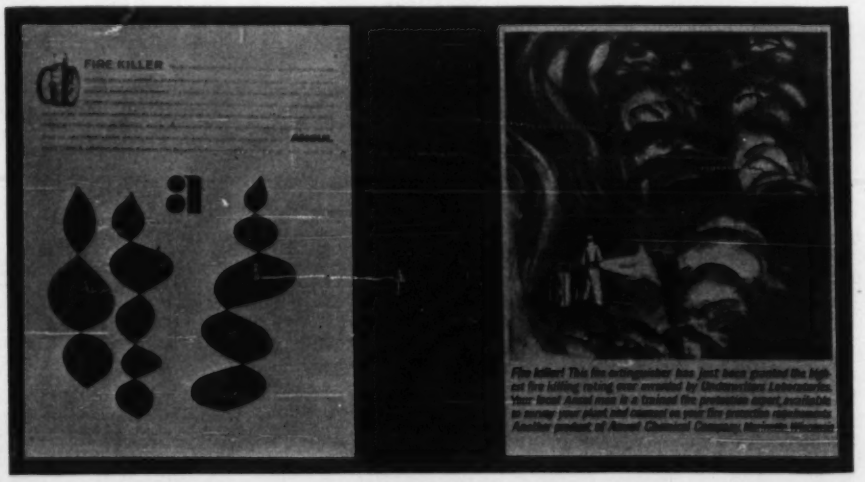
By Stephen Baker
Vice-President and Senior Art Director
Cunningham & Walsh, New York

This kind of analysis is not easy to do. Usually it gets the speaker into plenty of trouble, and I am sure I shall be no exception.

In a way I was in an advantageous position redoing these ads. There was no time limit. I was blissfully ignorant of the various taboos. Budget problems were overlooked. The desire to please a client—a state of mind that sometimes inspires an art director and sometimes it does not—was not a factor.

ANSUL: This two-color advertisement, beautifully laid out, stopped me. As an art director, I could not help but admire the virtuosity of its designer. Plenty of white space here, the type is easy to read, and the ad certainly *looks* unusual.

Yet, if you ask me—and you did—how I would have done this ad, my answer would be that I would have done it differently. It seems to me that the design gets in the way

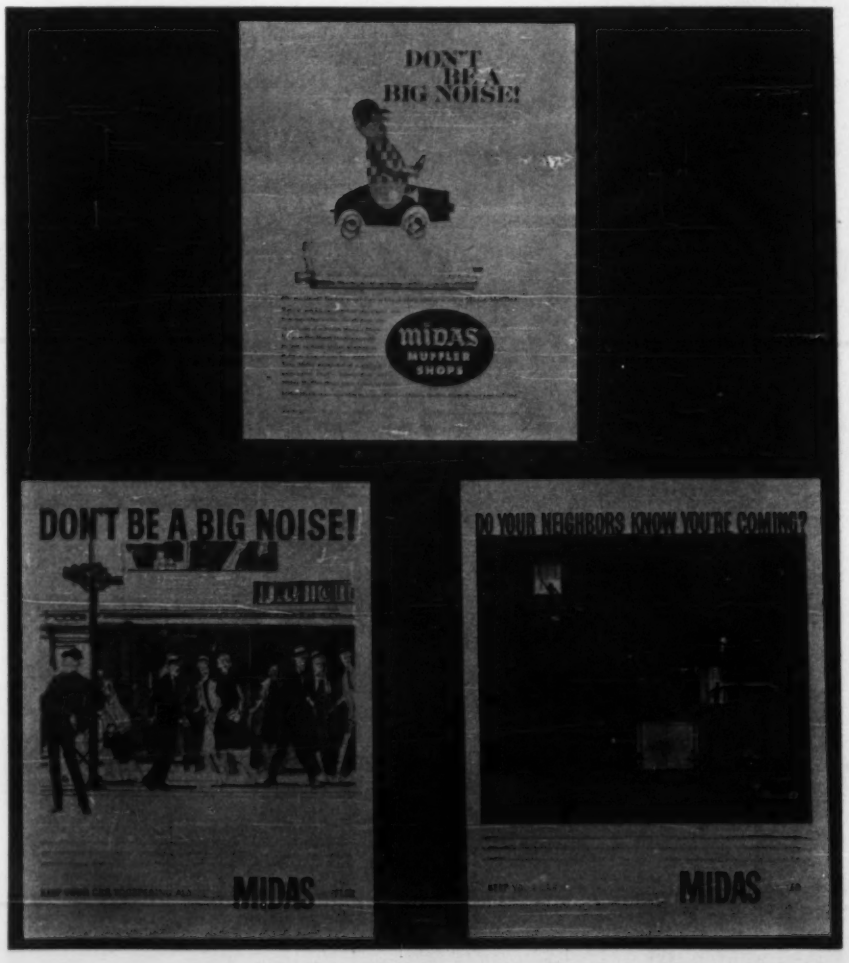


of the story here. What is the advertiser selling? What does his product do? I would have handled the problem in a more true-to-life fashion—showing a dramatic close-up photograph of red, twisting, terrible-tempered flames (fire is highly photogenic). Visible in the background is a man using a fire extinguisher. This picture, in my mind, would have brought home the point with greater realism, suggesting the frightening after-effects of fire. My version would also demonstrate the product *in use*—when and where its absence could mean a major loss of life and property.

MIDAS: This advertisement, too, is well-designed. The whimsical cartoon of a man riding in his car, illustrating "Don't be a big noise" is an eye-catching one.

I wouldn't have done it that way. A noisy, back-firing automobile is a nuisance, and as anybody who has ever been behind the wheel knows, this can be a source of considerable embarrassment. Based on this fact, I would try to make the reader *feel* what it's like to have a machine gun for a muffler. The photograph on the left shows a street scene (as seen from the driver's seat) with people's heads turned, including the cop's. The photograph on the right depicts a peaceful night in the city with some of the lights being turned on by irate citizens whose sleep has just been rudely interrupted. I think the reader is more apt to identify himself with these situations than with that character chugging happily along.

Note I also took the liberty of leaving out the product. Do people buy a muffler on



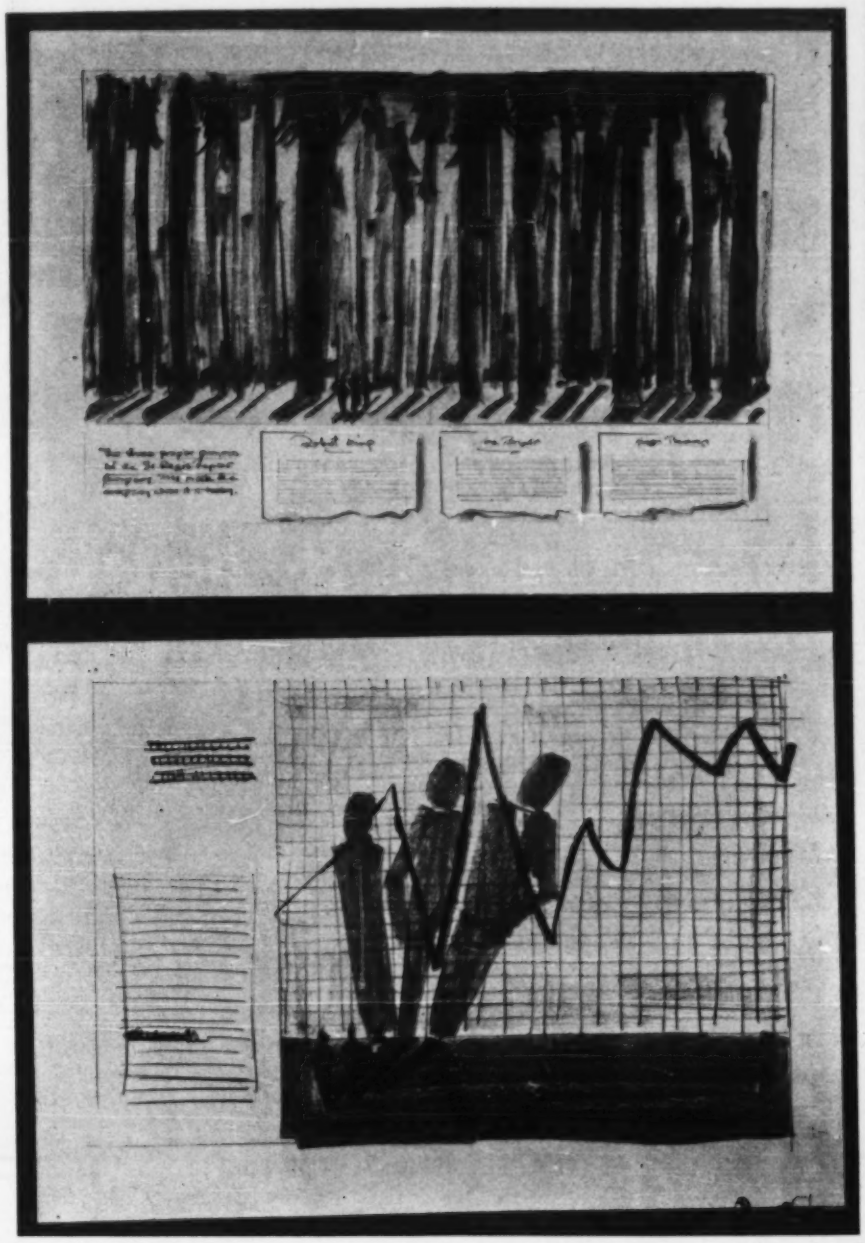
the basis of its looks—or its performance?

I grant you, my layout is not nearly as amusing as the original one. Please don't think that I am against laughter. Humor is a fine thing in advertising, especially when it's funny. But it is also true that ads getting the biggest laugh do not necessarily create the biggest sales. In this case I would have tried to resist the temptation to be a clown. There is nothing hilarious about an automobile going down the street making like a shooting gallery.

HUMMING BIRD: Now at this point you may ask: What's the matter with that guy up on the rostrum? I thought he was supposed to be an art director. Isn't he anxious to make ads *look* better? So far he has shown layouts that were *different* from the original, but not necessarily *better looking*. To quiet the ominous murmurs that are reaching my ears from the audience, I should now like to show you a few layouts which were done to improve the appearance of things.

In the advertisement shown above, the art director, I feel, had one of those great, few-and-far-between opportunities to create an award-winning layout. I don't think he took maximum advantage of the challenge so graciously handed to him. The copy idea, colors of Hawaii, lends itself to razzle-dazzle graphics. The product, too, unlike a muffler or false teeth, is visually tempting.

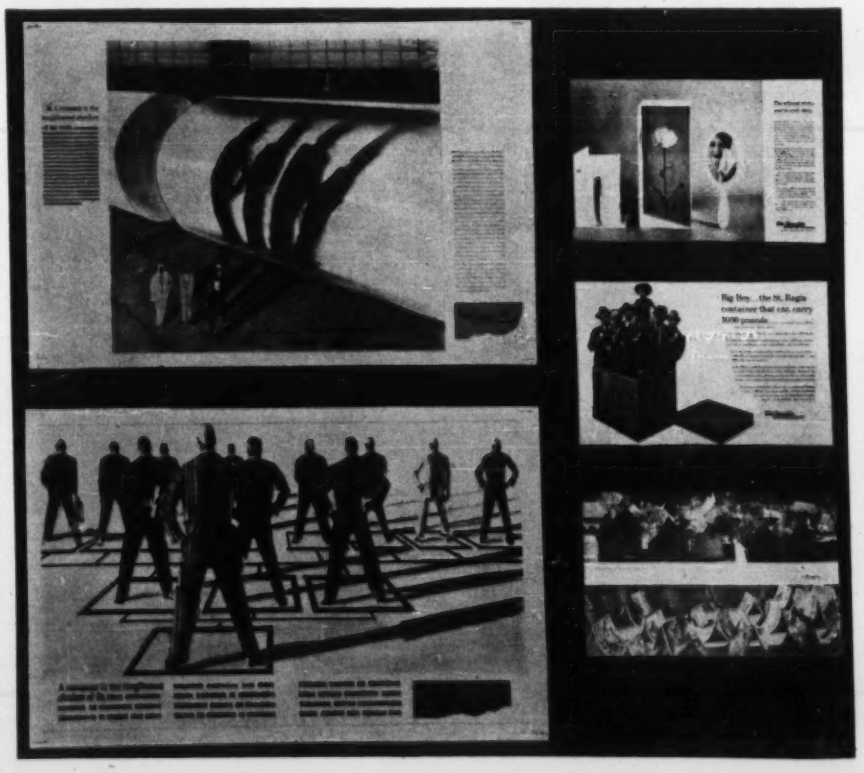
Just for the fun of it, I jotted down five single layout versions of a single idea. I am sure there are many more. In a case like this, where the merchandise is so colorful and interesting, I find it hard to stop my pencil from moving furiously on sheets of paper.



product, should get short shrift from an art director. Here is an example: the advertising shown lower left was done for, of all things, a paper company. Is paper an uninspiring product? By no means. As you can see, I am having the time of my life.

As an art director I can only say there is no such thing as a hopeless creative assignment. Every problem can be solved if given enough thought. For example, here is one that seemed forbiddingly challenging when it was given to us. Visualization was needed to show the organization of the structure of a company, putting emphasis on top management. An abstract concept? Oh, yes. Creatively impossible? Oh, no.

ST. REGIS: I always get a little bit sad when I see unexploited graphic opportunities. There are certain standard instances where creative people including art directors get discouraged too quickly. Confronted with the problem, they throw up their arms in despair—almost as a reflex. A good example of such a negative attitude is the creative man's response to industrial advertising. The feeling is that any industrial ad is creatively a dead duck. I have never felt this way. In my career I have done ads on just about every conceivable type of product from apple pies to zippers. I never thought that a client, just because he was making his millions in manufacturing an "industrial"



SIX LIQUOR ADS: Another product group that seems to drive art directors to the bar is liquor advertising. The drinking industry has long suffered from an overdose of creative sobriety. Ideas are stymied by the bewildering complexity of taboos that range

...WHY NOT YOUR ADVERTISING?

The over 3,200,000 known spenders who read the Big Three Sportsmen's Magazines offer a prime market of your best prospects in the Leisure-Time field, at lowest cost! Why overspend on wasteful, scatter-shot media?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

UP 211% ***LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!***

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

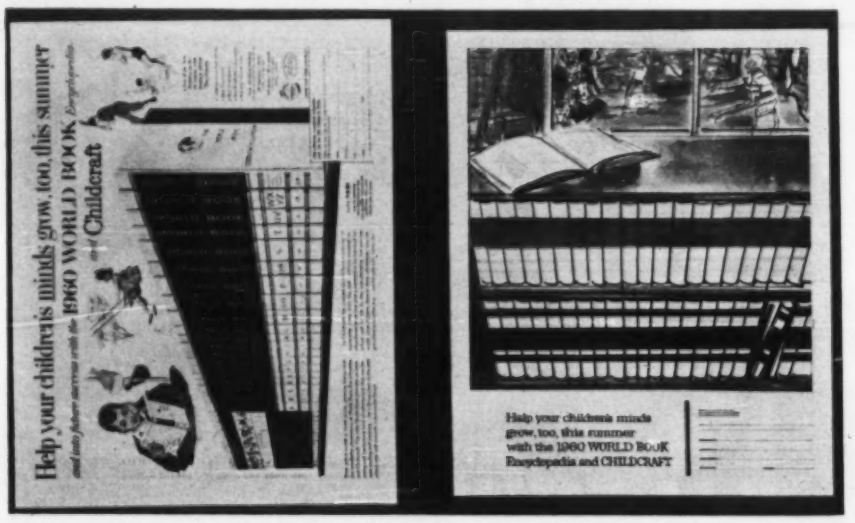
1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

from typeface restrictions to censoring pictures of nude women drinking liquor. I have always thought that hard beverages offered much inspiration to art directors (in more ways than one). Look at what some of the editorial people do with drinks. Handsome photographs with strong to-the-point graphic ideas. And between these pages, in the same publication, were these advertisements. You can see the difference yourself.

CUTTY SARK: Just for my own amusement I took a typical liquor advertisement and changed it. Please note carefully that I retained the idea of a sailing ship, and in

two of my layouts the bottle appears in its customary, oversized fashion. Inspired by the editorial treatment of liquor advertising, however, I simplified the layout, made the illustration bolder and—most important of all—injected into the ad a basic "graphic concept," a sort of "what's going on?" quality.

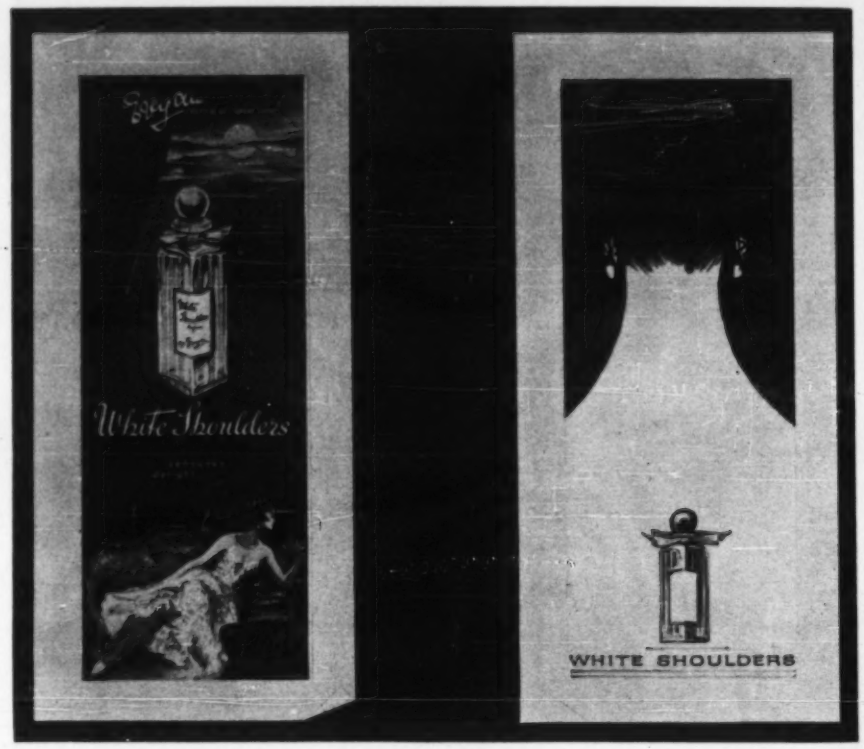
WORLD BOOK: Something else that makes me wonder at times: Why do some ads appear in magazines sideways? Off-beat space units are fine in some cases as long as


Help your children's minds grow, too, this summer
1960 WORLD BOOK Encyclopedia
and Childcraft
Help your children's minds grow, too, this summer with the 1960 WORLD BOOK Encyclopedia and CHILDCRAFT

they are not used for substitutes for good basic advertising ideas. A poor layout, blown up to gatefold proportions, may not be as good as a powerful idea presented on a single page.

BROOKFIELD: Another point I would like to make: If you have a product difference, for the client's and your sakes, why not make the most of it, both in words *and* pictures? Here is an example where I thought an advertiser had an important feature to sell—two pairs of pants with every suit. As any man knows, pants wear out faster than jackets, for reasons we needn't go into here. I changed the layout, putting added emphasis on the two pants idea. The dealers' listing went into the right column, adjacent to the advertisement, in order to keep the layout from being too cluttered.

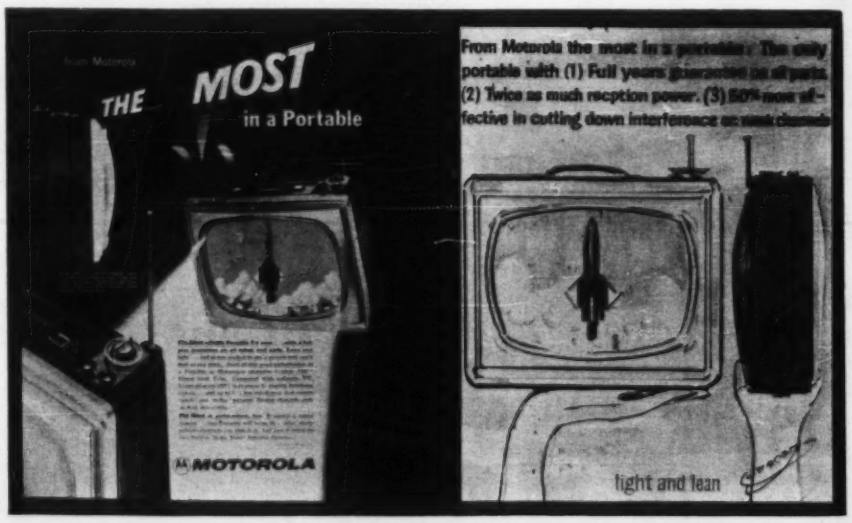
WHITE SHOULDERS: This perfume ad is to appeal *only* to the feminine audience. I wonder if it does that. I don't know much about women—except what my wife keeps telling me—but it seems to me that the illustration lacks the subtlety so necessary in influencing the opposite sex. Don't *tell* a woman what she should do—*suggest* to her.



She is an expert on indirection. I would guess that this ad was designed by an art director, very much of a man, the kind who likes to make his point fast with minimum of fanfare. Note the gentleman in the lower half of the ad, carrying out his mission. Unable to stand it any longer, he sniffs happily at the girl friend's white shoulder while she with studied unconcern looks away, yet keeping a sharp eye on his activities through a small mirror. Does the picture help put the point across fast? Oh, yes. *Too* fast for most women.

I did this ad over, trying to dramatize the name of the product "White Shoulders." Even though the ad occupies the same area, it *appears* bigger—an important factor in half-page advertising. Interesting design has a place here; women like pretty things. There is no sign of a lover here but then a girl with such shoulders wouldn't have to wait very long.

MOTOROLA: And while we are in the complaining mood, let's mention another recurring ailment that seems to beset the advertising industry: addy-ness. There seems to be an opinion, shared by many advertising men, that the way to create excitement


THE MOST
in a Portable
MOTOROLA
From Motorola the most in a portable: The only portable with (1) Full years guarantee on all parts. (2) Twice as much reception power. (3) 50% more effective in cutting down interference on weak channels
light and lean

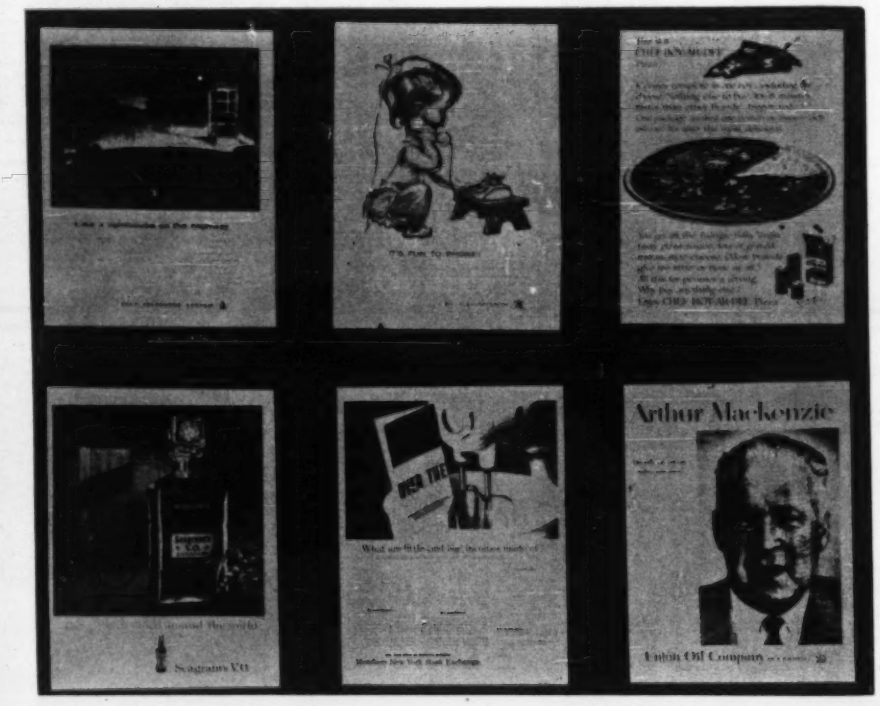
in an advertisement is to load it with graphic gimmicks. Such devices as type in reverse, headlines going up hill, haphazard layout are all supposed to wake up the reader from his perpetual slumber. I wonder, however, if such a helter-skelter approach to layout making is really the most efficient way to get readership. I get seasick looking at this page, I would make an attempt to lay out this ad in a more organized fashion, make the copy more readable and most of all put a visual emphasis on the product advantages (light and lean). I also think that showing the product twice is sufficient.

PEERLESS: Here is another example of exuberant, slap-happy layout-making. Now I realize that I am on dangerous ground here. This type of retail advertising, no matter what individual tastes may be, *works*. Twenty-four hours after these ads appear in a newspaper, the stores are filled with clamoring customers, waving tearsheets of just

this is HERALD LAND!
A market bigger than any of 29 entire states
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
BROWARD
FT. LAUDERDALE
HOLLYWOOD
DADE
MIAMI BEACH
MONROE
MIAMI
KEY WEST
LOOK TWICE AT HERALDLAND!
...a rich, compact major market broader than you may think.
1,709,000 RESIDENTS $2,631,000,000 IN SALES
Biggest retail market in the South . . . tops Atlanta Metropolitan County market sales by 92%. Effectively sold by the South's biggest and most influential newspaper.
The Miami Herald
STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

such ads. Yet I can't help wondering (as an art director who still prefers pretty pictures to obnoxious ones) if a cleaner, better organized, more readable type of advertisement would not do a more powerful selling job. I simply don't know, and I wish somebody, some day, would conduct a split test on this, running two different types of ads on the same day. The results would provide fascinating information to the students of visual psychology. I, for one, would sleep better if the version on the right would win.

SIX NATIONAL ADS: Be it as it may, one thing seems to be sure in *national* advertising: Simple typography seems to attract more readers. Here are a few examples of the



way major advertisers approach typography in the ads. Note that in almost all cases only one or two typefaces are used. The handling of the logotype is consistent with that in the headlines. A large advertiser was even willing to change the typeface in his signature for the sake of achieving a clean look in his advertising.

SUNBEAM ROLLMASTER: Here's another example where layout does not fully dramatize the advertiser's unique selling point. The copy tells us that this electric shaver gives us an "exclusive 11° angle scissor-like shaving action." This is an interesting

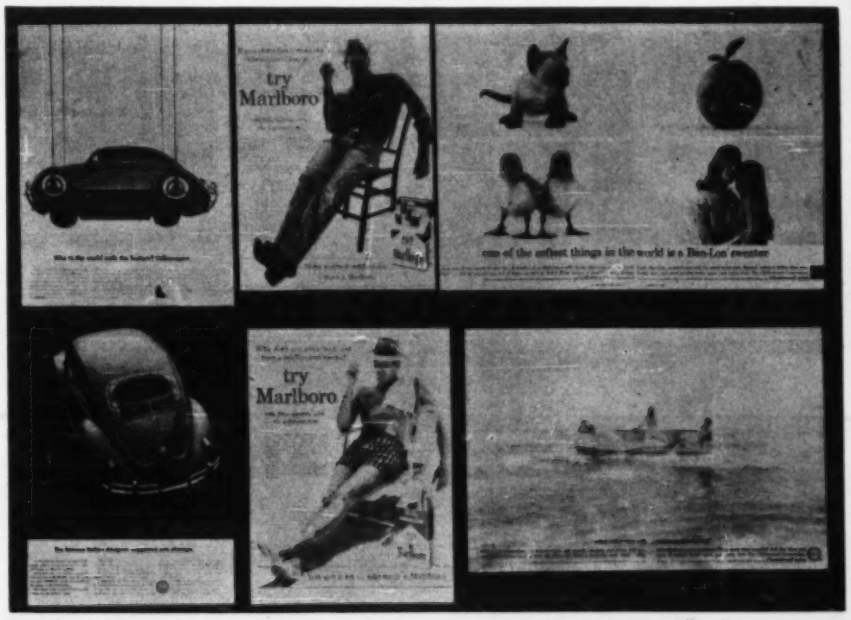
statement. But it demands an explanation. Eleven degrees of what? I moved in closer to both the rollers of the shaver and the scissor blades. The "cutting action" is handled photographically for added believability—an all-important factor in pictures that *demonstrate*. Comparison pictures of electric shavers bring home the sales point even more. You probably wonder why in so many of my layouts I use large, bold type for "body copy." This adds weight to the text and makes it look more newsworthy; readers are conditioned (through newspaper reading) to associate bold type with news headlines.

SAN DIEGO AD: Now I'd like to make a few brief comments about that elusive, high sounding term so freely bandied about in the advertising business: appeals. We all realize that different things appeal to different people. This especially holds true

for pictures. It is one thing to conceive an illustration that will please the rich; it is another to get a response out of the not-so-rich. Photographs that make young people scream with joy may leave their elders cold. A drawing that a low-brow may thoroughly enjoy may grate on a high-brow's nerves. And so it goes.

Here's an example of an advertisement that, if our figures on woman's purchasing power are correct, is supposed to appeal to *both* sexes. Does it? The poor girl all by her little self is put to rest on the hard, sharp edges of a coral rock formation while her boy friend passes his time disappearing out of sight into the depths of the ocean at regular intervals, looking for fish. In my illustration they are both below the surface, enjoying themselves—if this is their idea of enjoyment—*together*.

THREE CAMPAIGNS: Now at this point you are probably ready to throw me out of here. All right, I'll be leaving soon. Just one more second, please. For every ad I



showed you for critical purposes, there are hundreds I could not change for the life of me. Here are examples of three campaigns. Believe me, if you had asked me how I would have done them, I would only tell you this: I hope I would have done them exactly this way.

HERALD TRIBUNE: There are designers who think that the more typefaces they manage to shove into ads, the more "imaginative" and knowledgeable they prove themselves to be. I can't quite go along with this cockeyed theory. Art directors working for magazines and newspapers have been getting along with fewer typefaces than advertisers. On the page of a large metropolitan newspaper you see that only one typeface, Bodoni, is used throughout. The effect is highly satisfactory.

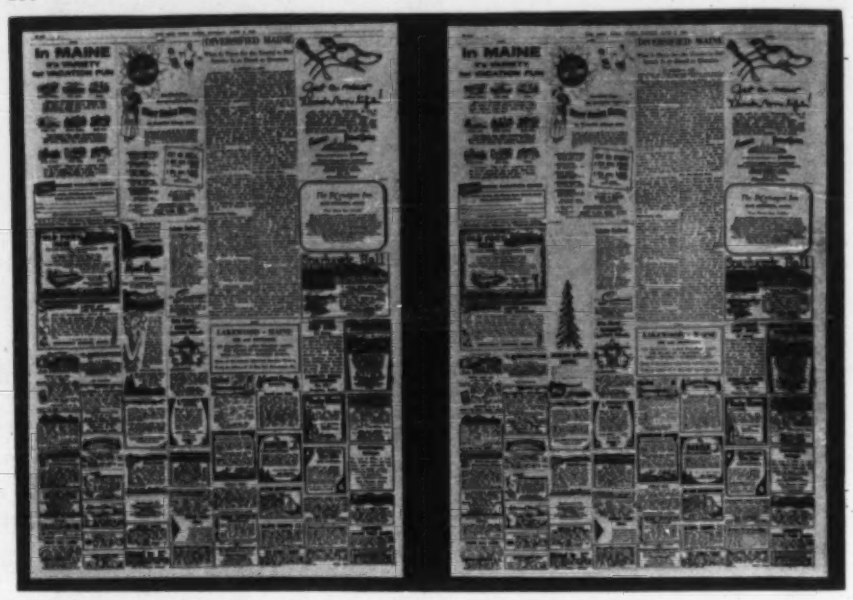
MT. KINEO NEWSPAPER AD: Simplicity especially works wonders in small-space advertising. Look at the struggle for reader's attention on an average travel page. No

EVERYBODY who is ANYBODY in packaging reaches for

MODERN PACKAGING

The Complete Authority of Packaging—A Breskin Publication ABC BPA ABP

New York, 575 Madison Ave.; Chicago, 620 N. Michigan Ave.; Cleveland, 3537 Lee Rd.; Los Angeles, 6535 Wilshire Blvd.; Atlanta, 1722 Rhodes Haverty Bldg.; London, England, 29 New Bridge Street; Frankfurt am Main, Western Germany, Wittelsbacher Allee 60; Tokyo, Japan, 4 Ginza, 2-chome, Chuo-ku



ad stands out in particular. Now simplify your layout, add a few spoonfuls of white space—lo and behold—you've got an ad that has good chances of being seen. Easy to do? Yes. True, it may appear to some people that the art director was sluffing off and was not really putting his all into the layout—why, he left out the borders, curlicues and the reverse panels. But it takes skill to know what *not* to put in ad, too, and courage to boot.

Tips for the Production Man ...

The High-Toned Halftone

By Kenneth B. Butler

The dot halftone has reached, in its use, the point of near-universality. Any technique so widely preferred must be good. However, so much sameness in illustrative method can also become boring.

Designers find it refreshing from time to time to break out of this cocoon and to achieve their purposes in some other rendering. Most of my readers are familiar with the fact that most engravers are able to begin with a photograph and render a line reproduction. This method gives the warmth and charm of art work without employing an artist to spend the many hours required to do an expert line rendering.

Not all production men are conversant with some of the other technical possibilities. I would like to review a few of them as described in a brochure I have before me, issued by the Martin J. Weber Studio of 171 Madison Ave., New York.

First, they offer poster renderings in a choice of several tones. The one-tone carries little detail and a minimum of shading, but is quite powerful. The two-tone poster adds subtle detailing and the three-tone is quite masterful. The four-tone begins to veer from the poster effect, actually giving the feeling of a well-done etching.

Other interesting variations—each with a distinctly different visual effect—include cross-line, scratch board, wavy line, straight line, circle line, curved cross line, and photo medallion engraving. Another interesting variation is mezzotint which looks similar to a Ross board rendering.

All these are photomechanical and therefore it is possible to achieve the customary reduction or enlargement of the original photographic subject.

■ Wood engravings, too, are worth taking another look at. They seem to be re-appearing, with great effectiveness. More accurately, I should say the wood-engraving technique. Most of the modern renditions are not actually carved in wood, of course. It is very nearly a lost art.

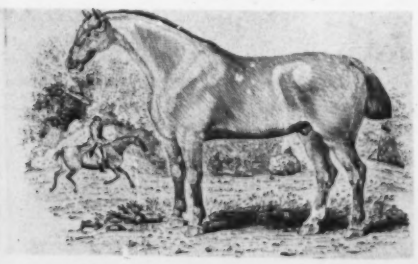
In this connection you will be charmed with the summer issue of the Lee Paper Co.'s most excellent little quarterly house publication called "Dimensions." I have mentioned this publication before and if you deduce that I am fond of it, you are correct.

The 1960 summer issue deals with Thomas Bewick and the art of wood engraving. The issue has some interesting history and facts, along with some splendid examples of the art of Thomas Bewick, who lived in the period 1753-1828. Disdaining the imitation of copper engravings, Bewick felt that the qualities of wood deserved its own special rendering. Most of the engraving of his day was intaglio, and illustrations, therefore, had to be printed at a different time than type. Bewick's craftmanship made it possible to print both at once and he led the transition to wood engraving as a popular method of illustration.

The soft charm of the woodcut is being rediscovered quite often these days. Old prints are being reproduced in metal (with slight loss of fidelity, it is true) and effectively used to set an illustrative *tone* or *mood*, rather than to picture any specific scene or object.

The wood engraving was originally printed on antique or non-coated stock and such paper is still the most compatible; yet it is striking how genuine these old cuts seem to become when printed on coated papers.

Though the original wood engravings were cut from rather soft wood, please do not sell this material short. Mr. Bewick once calculated that one certain delicate block had printed over 900,000 impressions in a newspaper and was still in use. Imagine an average copper halftone or zinc engraving holding up that long! #



ILLUSTRATIVE EFFECTS—*The illustration at left is three-tone poster rendering, made from continuous tone photograph by the Martin Weber process. Next to it we see a still different effect, which is curved cross line, also made from photograph. At right s a reproduction of a wood engraving by the father of wood engraving, Thomas Bewick, to whose work an entire edition of Lee Paper Co.'s publication, "Dimensions," was devoted this past summer.*

Agencies Ask Us ...

The Smart Boys Play It Local First

By Kenneth Groesbeck
Advertising Agency Consultant

"What arguments, please, should an agency advance," writes one in Kansas, *"to dissuade a good client from abandoning or diluting an excellent local promotion setup and going national? We are sure you have encountered many cases of this dementia magna and its sad consequences. Yet, what if the client gets mad at you and goes elsewhere to an agency which will abet his delusions?"*

Kenneth Groesbeck

Brother, I haven't had so much classical language shot at me since long-ago college days. Without my dictionary handy, I take it that disease you mention may best be translated as "swelled head," or perhaps more accurately, "delusions of grandeur." And, yes, it is widespread and catching. Also, yes, it should be scotched promptly, since it may well be fatal. Also, as you so wisely point out, it takes tact and wisdom to handle those slightly unbalanced by visions of easy money and greater profits.

■ First, we should remember that at times the expansion from a local to a national operation is desirable and frequently practiced. Perhaps this is as good a takeoff as any in our discussions with the client contemplating this step. "Yes, it has been done. Let's see if it seems wise in your case." With this attack we avoid antagonizing the advertiser. An always relevant and constructive question is, "How much will this move cost you?"

The answer to this requires an analysis, by the client, of his present relationship between sales and promotional expenditure. Note that I do not say "between sales and advertising." This, because national advertising is often less expensive than local advertising, *per person reached*. This fallacy is often utilized by those attempting, for any reason, to sell national advertising against the localized effort. What should be carefully watched, however, is the situation as it obtains for these additional people. Are they the ones we want? How about their buying power, for example. Buying power indexes, you know, are easily obtainable, county by county for the entire nation.

■ Most important of all, granted the product is one which should be available nationally, as meeting a general demand, *will it be on sale in the retail outlets* at the time our advertising breaks? If it isn't, not only are you pouring money down a rathole; you are making a lot of people mad who ask for your product and are unable to buy it because it isn't there, and chances are the retailer never heard of it.

Clients touched with your *dementia magna* will answer this question in one of two ways. They may say, "Yes, it's there," claiming, God knows why, a distribution that simply does not exist. Or, still less reasonably, they will say, "The trade will stock, as soon as they know we are going to advertise."

Which of these two delusions is the more dangerous would be hard to say.

■ I cannot but feel that some advertising agencies have been guilty of fostering both these statements. They fool themselves by saying, "That's his funeral. He ought to know his own distribution picture. And [continuing the fallacious wish-thinking], distribution is often secured by selling the advertising in advance."

Actually, clients too often are unaware of their distribution. It takes tact to discuss this touchy subject, especially since you may be treading on the toes of the sales manager.

And as for the additional fallacy, that advertising creates distribution, in these days of large advertising campaigns and larger promises, retailers and wholesalers wisely believe nothing until they see it. They are pretty tough about it. They don't say, "Show me the advertising." They say, "Show me the demand. Otherwise, consign it, if you want, so if it doesn't move, back it goes to where it came from."

If the client has been, by these soothing and tactful treatments, convinced that he should look at his situation realistically, the agency's next statement is this:

"You have wisely developed your local situations profitably. Have you reached the saturation point, or *are your present markets susceptible of further development* with a promotional expenditure which shows you a profit?"

Usually, there is far more juice left in the orange you are squeezing than either you or the advertiser realizes. It is less glamorous than a lot of new oranges which are still hanging on the trees. But it is *profitable* juice, safe, and sure.

■ Suppose more intensive development is somewhat more expensive than the first results? How much more expensive? And how to be compared with the new expenses which we are planning to incur?

I once lost a very large food account by pointing out to an ambitious sales manager that a contemplated addition of an entirely new medium would increase his advertising percentage in relation to

THIS YEAR YOU'LL DRINK 416 GLASSES OF SODA POP

If you're an average American with a thirst, you'll finish off at least four bottles this week. This is a happy statistic for the Chemical Process Industries which sell ingredients, detergents, bottles and a lot of other things to the fizzy-folks. Particularly for CPI-Management who never stop thinking about people and products . . . *and profits!*

Truth is, they're just about the most net-minded men in industry. They're venturesome but realistic. They have to be... with a $57 billion annual tab for plants, equipment and materials. They're inquisitive... *they've got to know!* And this—*whether they build new plants or run them, develop a new product or market it* — is why they read CHEMICAL WEEK.

Many magazines do many things here in the CPI. This magazine does one thing. Superlatively. It reports and interprets the CPI news for management... every week! It takes more people and more skills to do this kind of job... but it's worth the trouble. It's made CHEMICAL WEEK *"the industry spokesman for CPI-Management"* . . . the one best voice to speak up and sell for you!

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

sales from 5 to 10% for at least five years.

I should have been more tactful in talking about his baby. I mention this only as a reminder that here we are walking on dangerous ground. However, in all honesty and sincerity, we must so walk, to be worthy of any trust our clients may have in us.

■ Yes, by all means, play it local first, thus gaining invaluable experience.

Go national only when local territories have been adequately exploited, and be sure you leave enough promotion money in them to *retain* the success you have won.

Go national only after wide enough distribution has been obtained to insure against customer disappointment.

Go national only when accurate figures show that this way you can now sell for less money (or equal money) in terms of relationship of total *promotional expense* to sales than has been the case locally. #

On the Merchandising Front . . .

Intra-Organizational Competition Is Being Stepped Up

By E. B. Weiss

It is no longer newsworthy when a giant dairy puts out (of all verboten items) a margarine, and under its family name. Yet only a few years ago that would have been considered heretical by a dairy—why! margarine is our most dangerous competition, isn't it?

E. B. Weiss

It is no longer newsworthy when a mill making woven floor coverings turns to hard floor coverings. Yet only a few years ago that, too, would have been considered heretical. Clearly, you can't have woven and hard floor coverings in the same family without all hell breaking loose.

It is no longer newsworthy when a company famed for fine china adds a line of plastic ware. And, of course, the classic example emerged when Detroit finally comprehended that the compact car might well be embraced even though it, too, presumably represented a form of heresy (put out a small car and you put the curse of Cain on our big cars) . . .

■ The particular form of heresy to which I refer involves the dogma that was usually expressed by the apparently devastating comment: "Why compete with ourselves?" Today, there is a decided tendency to rephrase that comment; it is now quite permissable to inquire: "Why *not* compete with ourselves?"

Why not?

The moment a manufacturer turns out more than one style, more than one color, more than one size, more than one price line—intra-organizational competition has begun. By far the majority of so-called "new" products compete with numbers already in the line.

The moment a manufacturer diversifies his production—intra-organizational competition has begun.

The moment a manufacturer produces fighting brands, or controlled brands, or adds a limited-distribution line to a broadly-distributed line—intra-organizational competition has begun.

The moment a manufacturer sets up both direct accounts and indirect accounts—intra-organizational competition has begun.

In brief, intra-organizational competition has existed for years; it existed during the very years when manufacturing executives were vetoing sundry ideas because to accept them would mean "competing with ourselves." It simply wasn't recognized as internal competition because the competitive cleavage was not as vividly distinct as that existing, for example, between woven rugs and hard-surface floor coverings. Moreover, it wasn't generally realized that competition for time, manpower and finances is also a form of internal rivalry.

But now the urgencies of the competitive situation, plus the great trend toward line broadening, toward the "full" line, toward line diversification, have combined to cut down the opposition to most forms of internal competition. What is more, internal competition is now becoming *deliberate policy*, rather than a matter of accident.

This trend will accelerate. And one of the great prods toward more intra-organizational competition will be wielded by the scientist; by the industrial laboratory; by industrial research. Technological developments can seldom be limited by edict, or by policy.

■ As a consequence, there will eventually emerge in still more organizations a specific policy designed to encourage and stimulate intra-organizational rivalry.

It is interesting to note that this is happening in retailing as well as in manufacturing and in wholesaling, too (one large food wholesaler also operates its own retail chain, a policy that was originally approached quite warily, but which now operates with interesting success and with a minimum of the friction that had been generally predicted). When a large discount chain and a food chain merge, this is surely a case of bringing two competitors in under the same roof. When a manufacturer of sewing machines, traditionally selling only through its own stores, opens up distribution to department stores, this clearly involves internal competition. Ditto for a house-to-house line, now opened up to retail stores.

In general, it is now being accepted as realistic that business has *always* competed with itself—and that to turn down a proposal simply because it invites internal competition is to think unrealistically. Moreover, it is now being understood that internal competition can be at least as healthy as external competition.

And, finally, it is now comprehended that the "competition we don't give ourselves, our rivals will surely give us."

■ When a great railroad finally permitted its executives to travel by air—and when another great railroad built oil pipe lines, while other railroads took on bus operation—the archaic concepts that braked internal competition began to tumble. Today, a company that does not plan for internal competition as astutely as it plans to meet the competition of the world outside is very apt to wind up discovering that the latter job will not be well done if the former is not also well done. #

The Creative Man's Corner . . .

In Quotes It's Okay

"These trails would shake the cab off an ordinary truck...but not our Chevy"
WORTH MORE BECAUSE THEY WORK MORE! CHEVROLET STURDI-BILT TRUCKS
Trade now during your local authorized Chevrolet dealer's Truck Value Roundup!

It is easy to be considered captious in advertising—largely, we imagine, because the line has never clearly been drawn between freedom of expression and license. Moreover, we imagine also that advertisers themselves, and agency people, lean to the easy philosophy that a little gilding of the lily, so long as the gilt isn't swabbed on a quarter inch thick, is wholly permissible.

There is also, of course, the legal out. Get somebody else to say it, quote him and you're safe. Now a third party endorsement is by and large a good thing, because generally the third party is aloof from the venal responsibility of making the sale. But not always.

The third party in this Chevrolet ad no doubt got a stipend for what he agreed to say about Chevy trucks. If he didn't get actual cash, this was undoubtedly because he got enough ego satisfaction not to ask for anything so soiled as money. Nevertheless, let us examine what he, in one way or another, has been induced to say and sign: "These trails would shake the cab off an ordinary truck . . . but *not our Chevy*."

Defend this as straight conversation. The way an ordinary person might talk. Tell us it's been put in quotes. But meanwhile disclose to us why it's been used in the first place. Obviously to imply that Ford trucks or Dodge trucks would lose (or come close to losing) a cab under similar circumstances. Tell us what would happen if it were a direct quote of the manufacturer—and why *he* can't be forgiven a little enthusiastic overstatement? #

Learning from the Retail Ads . . .

The 'Conspiracy Against Communication' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

It is interesting, after many millions of dollars have been spent on "researched" advertising, to see how many advertising departments are completely unaware that they are living in a world in which there is a body of well-established advertising truth.

Among well-established precepts and principles, closely followed by a great many of the greatest advertisers—those who know what research has proved—are these:

IDENTIFY THE ADVERTISER CLEARLY AND UNMISTAKABLY
USE A HEADLINE—AND ONE OR MORE OF THE GREAT HEADLINE INGREDIENTS
DON'T PRINT COPY ON TINT OR GRAY BACKGROUNDS
AVOID THE USE OF CAPITALS IN BODY COPY
AVOID PUNS AND FOREIGN PHRASES
BE SPECIFIC—INFORM THE CUSTOMER
CLEARLY IDENTIFY COPY WITH THE CORRECT ILLUSTRATIONS
USE THE ILLUSTRATIONS TO HELP THE CUSTOMER PERCEIVE
MAKE A BID FOR BUSINESS AND ACTION —INVITE THE CUSTOMER

That is enough to illustrate. In this

1. BLACK INK ON WHITE PAPER

2. COLORED INK ON COLORED PAPER

3. BLACK INK ON COLORED PAPER

4. COLORED INK ON WHITE PAPER

Which of these four pieces has the greatest attention value?

NATURALLY, you'll say No. 2 because it's the most colorful.

Yet the difference in the cost of producing these four pieces is negligible. Colored inks cost little more than black inks; colored papers cost only a little more than white papers of equal quality.

So, here's an idea which, applied to any press run, can result in great economy, actually giving a two-color effect with one-color printing.

Why not make your next one-color job a "two-color" job by specifying one of the many beautiful colors available in the Beckett line?

Ask a nearby distributor (see other side) for samples of Beckett colored papers—offset, vellum, text and cover. *Or, write for free copy of our demonstration packet—"How to Put Color Into Your Printing"; contains 12 samples of actual pieces printed in colored ink on colored paper.*

THE BECKETT PAPER COMPANY

BUCKEYE-BECKETT PAPERS

Makers of Good Paper in Hamilton, Ohio, Since 1848

These leading merchants sell BECKETT PAPERS

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Zellerbach Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock
- Western Newspaper Union — Little Rock

CALIFORNIA
- Zellerbach Paper Company — Emeryville
- Zellerbach Paper Company — Fresno
- Butler Paper Company — Los Angeles
- Zellerbach Paper Company — Los Angeles
- Zellerbach Paper Company — Sacramento
- Butler Paper Company — San Diego
- Zellerbach Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco
- Zellerbach Paper Company — San Francisco
- Zellerbach Paper Company — San Jose

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Whitaker Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter Rice Storrs & Bement, Inc. — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyr Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Paper Supply Company — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Field Paper Company — Omaha
- Western Paper Company — Omaha

NEW JERSEY
- Henry Lindenmeyr & Sons — Hillside

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Company — New York City
- Miller & Wright Paper Company Division of The Alling & Cory Co. — New York City
- Bulkley, Dunton & Company — New York City
- Henry Lindenmeyr & Sons — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Epes-Fitzgerald Paper Company — Raleigh
- Raleigh Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa
- Tayloe Paper Company — Tulsa

OREGON
- Fraser Paper Company — Portland
- West Coast Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Pawtucket

SOUTH CAROLINA
- Epes-Fitzgerald Paper Company — Columbia
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Amarillo
- Graham Paper Company — Dallas
- Southwestern Paper Company — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- Epes-Fitzgerald Paper Company — Norfolk
- Epes-Fitzgerald Paper Company — Richmond
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- McGinnis Independent Paper Co. — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

This is BECKETT OFFSET, White, Regular Wove, M.F., 80 lb. Also furnished in Pink, India, Buff, Gray, Green, Canary, and Blue; and in a variety of embossed finishes, 50, 60 and 70 lb. weights.

quarter-page newspaper ad, all the above and additional precepts known to the serious advertiser are violated.

■ Identification here is pitiable.

Copy is very hard to read, as though the store's advertising designers were in a conspiracy to conceal from the public the story the writers were paid to tell. Not only is the copy on a gray background, it is in caps.

The first line of copy (there is no heading) must stand for the heading. The

heading sets the assignment for an ad. It should say the most interestingly provocative good thing that can be said about the item to the most people.

This reads "THEY'RE FIT TO BE TIED . . ." That's a brilliantly ineffectual headline. Apparently this store sells many tie-oxfords that are not fit to be tied, for the thing that distinguishes these and should interest most women about them is the fact these *are*, actually, fit to be tied.

■ There is no copy. Just label specifications. Such as part of what a shoe buyer might require from a manufacturer for identification purposes.

The customer is hardly informed here. The copy says: "Left," and you glance left at the black shoe. But below, you read "Right," and if you are still "with" the ad, you discover the top copy was for the bottom shoe. You must start again.

"Lost" punctuation in wispy thin line sans-serif on the gray background adds to the difficulties of reading.

Not one word in the ad has been worthy of any emphasis. All is in a monotone whisper. Not only is there no headline, the name of the line of shoes, which is nationally advertised, is given equal "under wraps" treatment.

The illustrations looks as much like suede shoes as any illustration could make shoes look, but if you can decipher the copy, you find the shoes are calf and kid.

■ No doubt, some well meaning perpetrators of this wasteful ad will now write and tell me how well this store does with this line of shoes and therefore, the ad is a good ad.

But that is a non sequitur. A dominant store, much loved by women, can run ads that are extremely hard to read and wasteful, and the store's faithful friends will struggle through the ads to some extent and come in. If the department is a good one, *it would thrive quite well even without any advertising of this wasteful kind.*

Advertising should do *all it can for a store*, not waste money simply because the store can do well with poor advertising.

■ Not long ago, I analyzed a full page furniture ad in this space and pointed out its pitiable weaknesses, despite excellent art. The director of publicity and public relations of the store then wrote the editor, "to say that the . . . ad reviewed, one in a two-month long series, produced the largest January and February sales volume in the history of the company, tests [sic] its true merits." (Despite the syntax here, I assume the writer didn't mean "the ad reviewed" produced this two months' volume, but that the series of ads did.)

Anyway, this is typical of the smug and defensive attitude of many advertising people. "Because the store is successful, all the advertising is good" is the argument. Not necessarily. Or "because an entire program seemed consistent with the successful store's growing success, each ad is a perfect ad." Not necessarily.

Occasionally, an ad executive is wise enough to clomp on to some free counsel, and make good use of it. A smart girl in a big New York jewelry store on Fifth Ave. did this once and I nearly expired.

It is small wonder merchants and merchandise managers think ad people of almost all ages are juvenile and superficial.

The Peeled Eye Department . . .

Is Volkswagen Thinking TOO Small?

By Dick Neff

Cheap at Twice the Price

It isn't quite true, Volkswagen points out, in its ad headlined "It isn't so," in the *Wall St. Journal*, that Volkswagen owners get 40 miles on one winding.

Copy makes other modest statements, including this one: 'A Volkswagen costs $0,000, including heater and defroster."

Says George Johnson, of French Advertising Inc., St. Louis: "You can say that headline again."

Dick Neff

The Bookworm Turns

The Brentano's ad you see here was contributed by Murray Gelman, of "2 Washington Sq. Vlge"—and that's the first time we ever heard of any villages in downtown New York being *square*.

"All well and good," Murray says of the Brentano's ad, "but what have they got for plain old Joe Reader?"

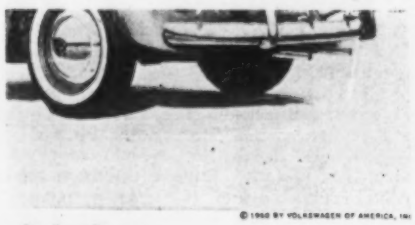
Leave Us Use the Right Status Symbol, Fellas

"Go like a millionaire . . . at the Sans Souci," says a Miami Beach hotel advertisement in the *New York Times*. "It's all yours, all the luxury, all the fun—millionaire style. Look! All star shows • dancing • parties • contests • wienie roasts . . ."

Please! Us millionaires don't go to wienie roasts—we go to frankfurter cookouts.

The Unappreciated Copywriter

Betty Hosac of Erwin Wasey, Ruthrauff & Ryan was kind enough to pass along the following bit of poesy from "Keeping Posted at EWRR," which Sandy Heckinger of *The Saturday Evening Post* helps publish, as one of the *Post's* good will services. It was written by Edith Wilshusen, and if she isn't writing copy, she ought to be.



© 1960 BY VOLKSWAGEN OF AMERICA, INC.

It isn't so.

een seeing
ot standard
proud VW
their friends

ct figure is
, and it re-
erwise, the
dea of how

rear is air-
in the sum-
winter. No
enses. No

radiator, period.

Engine friction is so low that top speed and cruising speed are one and the same. A Volkswagen can run wide open all day long without running up a repair bill. And it uses practically no oil between changes.

A Volkswagen costs $0,000, including heater and defroster. Leatherette upholstery is optional, and so are white sidewall tires, a side view mirror and radio. Outside of that, we can't think of anything else you might want. Except possibly that winding key.

Come in today and take a turn . . . in a new Volkswagen, that is.

, INC.
Drive
treet

NORTH IMPORT MOTORS, INC.
3638 N. Southport Ave.
Phone: WE 5-2200

SOUTH IMPORT MOTORS, INC.
1511 E. 71st Street
Phone: BU 8-4900

What Kind of Talk Is That?

It came at us sort of fast, but the gist of an NBC commercial we heard recently was:

"What makes a man yawn? You'll find out on Dr. Joyce Brothers' program at 1 a.m."

Look here. If you can't say anything nice about your own friends, don't say *anything.* #

THANKS FOR EVERYTHING
(A Mother's Day Tribute to a Copywriter)

"C" is for the campaign themes you gave us,
"O" is for the overtime you did;
"P" is for the plush accounts you saved us,
"Y" is you, the client's fair-haired kid.
"W" is for words that mesmerized us,
"R" means we revere you, you're true blue;
"I" stands for ideas that rapturized us,
"T" is for the trials you brought us through.
"E" is for your efforts, so untiring,
"R" means right, and right you'll always be;
That's why we hate to think it's you we're firing,
But we'll gladly tell you where to go . . .
(to K&E)!

NO MATTER WHO YOU ARE

THERE'S A BOOK FOR YOU AT
BRENTANO'S
BIG BOOK SALE
formerly $1.75 to $112.00 NOW $1.00 to $44.95

What They're (Really) Saying . . .

—By W. H. Everett

"But you haven't even seen the copy yet!

Stockton Joins Storm

Richard B. Stockton has joined the St. Louis office of Storm Advertising Co., Rochester. Mr. Stockton was formerly vp and account supervisor of French Advertising, St. Louis.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

NBC Execs Charge Crosby Column Errs; Say Profits Soar

NEW YORK, Sept. 20—It's not often that network brass take to the public prints to talk back to a powerful tv critic, but that is just what has been happening in the rhubarb between the *Herald Tribune's* John Crosby and NBC bosses, Robert Sarnoff and Robert Kintner.

Like most other telecasters, Messrs. Sarnoff and Kintner have absorbed in official silence a good deal of program criticism from the hard-hitting Mr. Crosby. They were moved to return his fire after he struck at any business man's nerve center, the profit picture.

The battle of words began with a Crosby column which reported that NBC's profits have shrunk almost to the vanishing point since the visionary Pat Weaver was tossed out in favor of the practical business men, Robert Sarnoff and Robert Kintner. Mr. Crosby said the network's profits were "a secret between David Sarnoff and God," but he estimated that they hit around $18,000,000 to $19,000,000 in the last Weaver year.

■ Mr. Crosby said the NBC quest for popularity had taken it from the No. 1 to the No. 3 network in the ratings, that profits had sunk to an estimated $2,000,000 to $5,000,000 by 1959, and that "NBC may even be losing money."

The Sarnoff-Kintner reply, which called the column a "vindictive and distorted attack on NBC," was published in the *Herald Tribune's* letters to the editor section.

They wrote:

"We will not undertake to correct his misleading observations on the operational and management aspects of broadcasting, since he is uninformed in those fields and is not competent to deal with them. Nor do we question his right as a reviewer to criticize programs, despite his dislike of television.

"However, since Mr. Crosby's column dwells on financial considerations on which information has been published, we would like to correct errors of fact on this subject. Contrary to Mr. Crosby's statements on how NBC's profits 'have sunk' to the point where 'it may even be losing money,' the facts are that NBC's profits for the year 1959 were at a near-record level and for the fourth quarter of that year, were the highest in the company's history.

"During the first half of 1960, NBC's profits were at an alltime high. This fact—far from being a 'secret'—was made public and Mr. Crosby could have read it in the July 20 issue of his own newspaper on Page 27. Moreover, the indications are that NBC will earn an alltime high in profits for the year 1960, with the fourth quarter of this year surpassing the previous record fourth quarter of '59.

"In view of Mr. Crosby's professed devotion to responsibility in programming, his attack on NBC is a striking example of his bias, since he gives no recognition to NBC's accomplishments in news and public affairs programs, where it has established a leading position; nor to its presentation of entertainment programs of outstanding merit; nor to its development of color television—all costly undertakings which benefit the public as well as the broadcasting art and industry."

■ The gist of Mr. Crosby's rebuttal to the NBC reply was: "Well, I said it and I'm glad. Because it happens to be true. CBS' tv network operations will net it four or five times as much as NBC this year; even ABC with a far lower gross will have higher tv network profits.

"In rebuttal, Kintner and Sarnoff said NBC was wallowing in prosperity in both '59 and '60—neglecting to add that very little of this prosperity came from network television, which happens to be the only thing I was talking about."

At the moment the argument rests. NBC said no further reply to Mr. Crosby was planned.

Corcoran Dickenson Thomas

TV HUDDLE—*Veteran broadcaster Lowell Thomas, who will host Equitable's "Our American Heritage" series over NBC-TV this fall, talks over his plans with Equitable's Charles R. Corcoran, vp, and Melville P. Dickenson, senior vp.*

WHEELING TELECASTER HITS CROSBY CRITICISM

WHEELING, W. VA., Sept. 20—Another telecaster struck back at John Crosby, tv critic, here recently, when Robert W. Ferguson, exec vp of WTRF-TV, provided a guest column for the *Martins-Ferry Times Leader.*

■ Wrote Mr. Ferguson:

"Let me talk about my favorite group of dagger artists—the tv critic columnists. The guys and gals who proclaim that tv every day and every hour should come up with a cosmic event. They don't believe that millions of Americans enjoy and find escape in mere entertainment be it westerns, mystery, sports or soap opera. They find fault particularly with anything which represents popularity as if there lurked something sinister in appeal. They have great contempt for mass likes, average people, Roy Edwards and Chester A. Riley. They keep yakking about 'lack of creativity' but very few of their own writings would come up to Pulitzer Prize standards. Yet one of the leaders of this hatchet cult, John Crosby, failed ineptly in his own tv show.

"Some of these writers want program censorship but screech and wail when attempts are made to encroach on their freedom of the press. All the time they ignore the careful and studied attempts by the broadcasters to regulate themselves through the television code. Writers of the Crosby type seem intent on forcing their own program concepts on all people." #

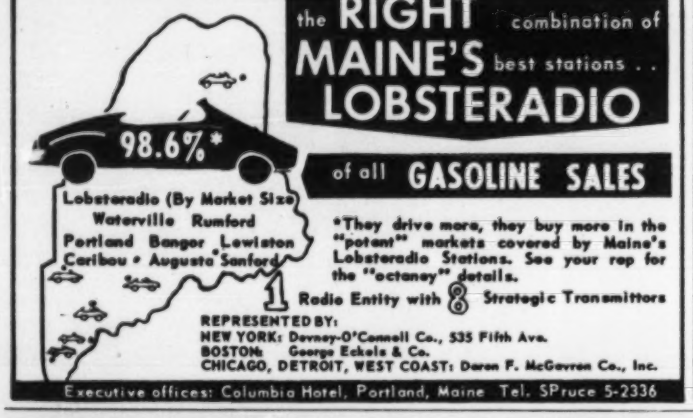
Client Likes PR; Assigns Ad Account to PR Man Burke

NEW YORK, Sept. 20—It isn't news when an advertiser asks his ad agency to handle public relations, but when he asks his pr agency to handle advertising . . .

Margarete Steiff GmbH., German stuffed-toy producer, has assigned the advertising of Steiff toys to George Burke Public Relations, which has been handling Steiff pr in the U. S. for five years. In that time, Steiff has had several agencies, the most recent, Mann-Ellis.

Mr. Burke said the company finally asked him to take over advertising as well, as they were so pleased with the pr activity on the account. For the present, advertising is being placed through the Leon Kleban agency, but Mr. Burke plans to seek his own agency recognition and may change the name of his organization.

The preliminary schedule for this Christmas includes insertions in *Harper's Bazaar, Holiday,* the *New York Times Magazine* and *Seventeen.* Mr. Burke said Steiff will bill close to $50,000 this year but the budget is expected to be considerably higher in 1961. #


the RIGHT combination of
MAINE'S best stations . .
LOBSTERADIO
98.6%*
of all GASOLINE SALES
Lobsteradio (By Market Size)
Waterville Rumford
Portland Bangor Lewiston
Caribou • Augusta Sanford
*They drive more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "octane" details.
1 Radio Entity with 8 Strategic Transmitters
REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 Fifth Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Daren F. McGavren Co., Inc.
Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

TEAM EFFORT...

1st and 10 on the 35 . . . score 13 to 7 . . . just minutes to play in the final quarter.

Here's where team effort really counts. Each man a specialist . . . and each doing his job to help achieve perfection. It's the same in the Superior plant. We know that it takes more than machines and equipment to outpace competition. It takes team effort night and day by our experienced staff of experts to achieve the engraving perfection that is of utmost importance to you who are interested in the finest in printing.

Won't you join our team? Call us soon. **SUperior 7-7070.**

CALL NIGHT OR DAY

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

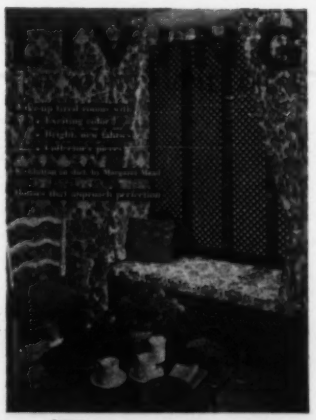
ONE

ONE magazine leads all others
in the Starch category of home buyers.

ONE magazine leads all others
in the Starch category of major appliance buyers.

ONE magazine leads all others
in the Starch category of families buying more than $200 worth of furniture and rugs.

ONE magazine is edited entirely for young homemakers.



THE TIME OF PURCHASE MAGAZINE
575 Madison Avenue
New York 22, N.Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

CBS' Olympics Coverage Too Commercial, He Says

To the Editor: At a time when advertising (and television advertising in particular) is under withering fire from every self-styled critic, millions of tv viewers must have nodded wisely and muttered, "I told you so!" when CBS' Olympics coverage fiasco unfolded before them tonight.

In the brief span of one-half hour, my fellow viewers and I were held in thrall by the spectacle of no less than six—count 'em six—*lengthy* commercials, only sparsely interspersed by some incredibly dull video tape coverage of the games. It was the most (to say the least) blatant exhibition of commercialism and mediocre programming these jaded eyes, long accustomed to tv mediocrity, have long gazed upon.

CBS and its illustrious stable of advertisers (Masland, Kent, HFC and Atlantic Refining) are to be complimented on striking a ringing blow for the intercession of a regulatory power for tv programming.

M. E. Jeffkin,
Al Paul Lefton Co., Philadelphia.

• • •

Reader Identifies Pair in Still from Silent Movies

To the Editor: Thanks for the amusing "What They're (Really) Saying" feature (AA, Sept. 12). Readers who recall the silent era 'way back will identify the two handsome young men in the background.

However, for the benefit of those who can't and are curious, they are Thomas Meighan and Lawrence Wheat. The youthful appearance of this pair tabs the film as of 1925 or 1926 vintage.

Joe White,
Chicago.

• • •

Profiles Give Clues to What Makes a Marketing Leader

To the Editor: The Aug. 29 issue of ADVERTISING AGE containing the marketing profiles of the 100 largest national advertisers was a remarkable job, and one for which advertising and marketing men everywhere can be thankful.

The by-product of this is, of course, the marketing picture it gives and the resultant clues to the promotional structures that make American leaders what they are.

The interrelation between the company marketing personnel and advertising contact personnel is also revealed with clarity.

Those of us who try to sell these large corporations can learn much as to how to better serve prospects listed in this section.

Ernest Whitman Gross,
Marketects, New York.

• • •

Doubts Six-Year-Old Drew Ad Council Ad

To the Editor: Did a six-year old really draw the illustration in the

Ad Council's advertisement on Page 75 of your Sept. 5 issue?

Dave Elder,
Biddle Co., Bloomington, Ill.

• • •

NL&B Handles Campbell's Beans & Franks Advertising

To the Editor: For the record, I wish to inform you that the item on Page 156 of the Sept. 12 issue of ADVERTISING AGE—titled "Campbell's Beans & Franks Goes Into National Distribution"—erroneously gives Batten, Barton, Durstine & Osborn credit as the agency handling this product. Our agency, Needham, Louis and Brorby, has been assigned to this product since its appearance on the market and has been responsible for all creative work . . .

Harold A. Smith,
Vice-President in Charge of Press Relations, Needham, Louis & Brorby, Chicago.

• • •

Mention of Item in AA Draws Immediate Queries

To the Editor: I am writing to thank you for the fine item which you ran on our "107 Ways Super Markets Can Build Their Own Store Image To Attract Customers" in "Information for Advertisers" (AA, Sept. 5).

We are pleased to report that already we are receiving requests for this publication from readers of ADVERTISING AGE.

W. A. Pleuthner,
Vice-President, Communications Division, Marketing Department, Batten, Barton, Durstine & Osborn, New York.

• • •

Re-Study of Ad Fundamentals Is Needed Today, He Says

To the Editor: By now, you've probably received enough compliments on your recent Creative Workshop that any further criticism would be repetitious. But I think it might be significant that one of our copy supervisors returned from Chicago with the comment that (although he felt the workshop was worth while) he was bored by much of the basic material.

He was also amazed that this same basic material seemed, to many of the participants, "as new as Echo I."

This isn't so amazing, though, when we consider that more than half of the advertisements being produced today seem to ignore such primary advertising concepts as, for instance, the motivating force that results when a user benefit is essentially related to a product characteristic.

From a look at much of the mediocre advertising being done today, I'd say there must be many advertisers who (1) are blissfully unaware of these fundamental concepts, or (2) have forgotten them in the maze of advanced theories of mass communications.

Perhaps you might take a cue from your own workshop in planning the editorial content of your magazine. Although you must continue your close coverage and explanation of the advanced techniques of advertising communications, perhaps you would fill a real need with an occasional exposition of the fundamentals of advertising writing and art.

Vance Arbuckle,
Rumrill Co., New York.

• • •

Robert Pauley Given Wrong Name in Picture Caption

To the Editor: I am a regular reader of ADVERTISING AGE and I enjoy it immensely. It is certainly one of the most thorough media in the trade field. Furthermore, I appreciate deeply all your wonderful publicity that you have given ABC Radio Network, but in the interest of accurate reporting, I must call your attention to the photo on Page 128 of the Sept. 12th issue where I am listed as Edward Pauley, which I am not.

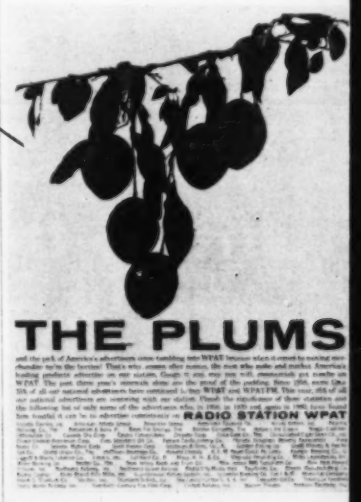
Robert R. Pauley,
Vice-President in Charge of ABC Radio Network, New York.

Apologies to Reader Pauley for giving him a wrong first name.

• • •

WPAT Radio Ad Didn't Say Where the Station Is

To the Editor: Mine is not to reason why, but would it be too much to ask advertisers such as



WPAT (AA, Sept. 12) to give us in the hinterlands some idea as to where they're located?

Richard R. Mau,
Doe-Anderson, Louisville.

WPAT is located in Paterson, N. J.

• • •

Little Women on Ad Row

To the Editor: Evidently there is some truth to the rumor that a

Hairpin Expert

To the Editor: Somebody on the staff may want to tell Friden that while it is possible for a Pratt & Whitney girl not to know what a micrometer looks like I'm damn sure that any girl, including a Pratt & Whitney one, knows what a hairpin looks like and that as long as she knows that much she won't have any trouble at all "Knowing a micrometer from a hairpin!"

A. C. Kelly,
Allen Air Corp., Mineola, N.Y.

What do you know about this

$5½ BILLION MARKET?

The baking industry is one of the most important segments of the entire food business, accounting for more than 10% of total food volume. For more than 73 years, the magazine BAKING INDUSTRY has proved its sales power with bakery wholesalers and retailers and home service and chain store bakeries. • In BAKING INDUSTRY, your ads get coverage in depth because of editorial leadership that guarantees . . . as proved by Readex . . . advertising effectiveness. • There are 26% more exclusive advertisers in BAKING INDUSTRY than any other national bakery magazine. • Call any of our 5 offices and let our representative give you the convincing, factual story on BAKING INDUSTRY and the many special services we have to offer to our advertisers.

CHICAGO 3 • 105 West Adams Street • ANdover 3-1800
NEW YORK 36 • 500 Fifth Avenue • LOngacre 4-2233
WASHINGTON 4, D.C. • 1319 F Street, N.W. • ME 8-6707
LOS ANGELES 57 • The Maurice A. Kimball Co., Inc. • 2550 Beverly Boulevard • DUnkirk 8-6178
SAN FRANCISCO 5 • The Maurice A. Kimball Co., Inc. • 681 Market Street • EXbrook 2-3365

new ghost writer around town is really Louisa May Alcott.

Everybody seems to be convinced that little women can be instrumental in selling big women any-

thing from short pants to long distance calls.

Hy Schneider,
Associate Director of Merchandising, Lennen & Newell, New York.

• • •

'No Such Thing as Offbeat or Onbeat Ads': Hockaday

To the Editor: We are impelled to answer Mr. Guild [AA, Sept. 12, Page 135]. As every reader of every Crane ad who can read and write, we too, cannot hold back. We must Explode on Crane. Do you get it, Mr. Guild? Are you with us? We honestly believe he understands every word of our message. But answer him we must.

We believe there is no such thing as offbeat or onbeat advertising. There is only good and bad advertising. Today, to be seen, to be noted and remembered in print, you must have a point of view. You must make it interesting. But above all we believe ads must be good-looking. We do not believe you can compare the attractiveness of the Crane series with the thinking of the two ads in whose company you put it.

Since you insist on dividing the advertising world into onbeat, the universal, and offbeat, the specialized appeal to a limited audience, we ask you by the same definitions if products may not be onbeat and offbeat. What is more universal in its appeal than an automobile to an American audience? How can you compare the onbeat universality of a car with the offbeat limited appeal of a piece of writing paper? Who doesn't know the make of the car he drives? Who isn't involved in a car every waking hour of his day? Who has to sell the man on driving? A car is immediately recognizable by its shape. The name is known. It is a selling success across the country before the advertising agency comes to grips with its first ad. How can it miss? A vehicle for the convenience of motion and status for the man who drives it. The name of the maker and an attitude toward the product is all in the bag before you begin.

Then where do you run these universal ads? In universal magazines and newspapers. Indeed you would be throwing away your client's money if your appeal was anything but universal. Is this the world of Crane? The people who still write letters, who purchase engraved papers, must be able to read.

They must also be people who believe in the value of person-to-person expression. But not everyone who reads writes. In fact, Mr. Guild, by his own admission, buys the stuff wholesale. Probably he hasn't ever given a thought to the paper under his pen or typewriter. Maybe the ad didn't reach him. Maybe he doesn't get it now. That Crane's is the vehicle for a message. He makes his contact on the printed page and his white sheets are tossed in the basket. Did he ask us if these Crane ads reached people who write? Did he ask us if the campaign is a success? No. He didn't even read the ad. Every word of it is on the product. On human beings involved in communications.

The universality of the Crane's campaign is based on reaching those who read and therefore, we believe, who can be cajoled into writing once they are stirred to action. In this series of ads which run regularly in a selected series of publications the campaign points out that you can Complain on Crane's with greater conviction. Extol on Crane's with greater impact. Cajole on Crane's with greater success. Contact on Crane's with more sell. Crane's campaign is right onbeat in the language of today. Contact on Crane's. Fib on Crane's. Honor on Crane's. Glow on Crane's. Hedge on Crane's. Woo on Crane's.

The campaign says the letters you dash off, as everyone does, are the letters of everyday events telling Mary how adorable the flower girl was, telling Jim you love him. Telling the city council to take that bulldozer away. Writing of everyday emotional things on Crane's. These are the subtleties of selling a product that only takes on life in use.

With a blank sheet Crane's competes with quickie sentiment of the ready-made card that makes you cleverer than you are for a quarter. This is plain paper we are selling. The sheet where the name of the maker is concealed in a water mark. This product could never reach a *Life* audience, could never be bought by them were they so moved. Crane's is only available in a limited number of places, and advertising of products without universal appeal must be content to direct its message to a selective market and, in this case, a literate market.

Margaret Hockaday,
Hockaday Associates, New York.

• • •

Wants Tyler to Explain

To the Editor: Many years ago, someone very wise taught me that you should never bring up a subject unless you were willing to discuss it. William Tyler does just this in his Sept. 12 column, when he says:

"This past decade was a television decade, yet every one of the campaigns selected (as 10 best by the creative directors of 100 leading agencies) was a print campaign. *I could give you several profound and weighty reasons on why this is so*, but I think you'd prefer your own interpretation of this provocative paradox . . ."

Come, come, columnist Tyler. You can't get off that easy. Never mind our interpretation. You brought up the subject. What are your "profound and weighty opinions"? You have an obligation, to keep your readers devoted, to explain.

Anthony L. Antin,
Assistant Promotion Director, *Reader's Digest*, New York.

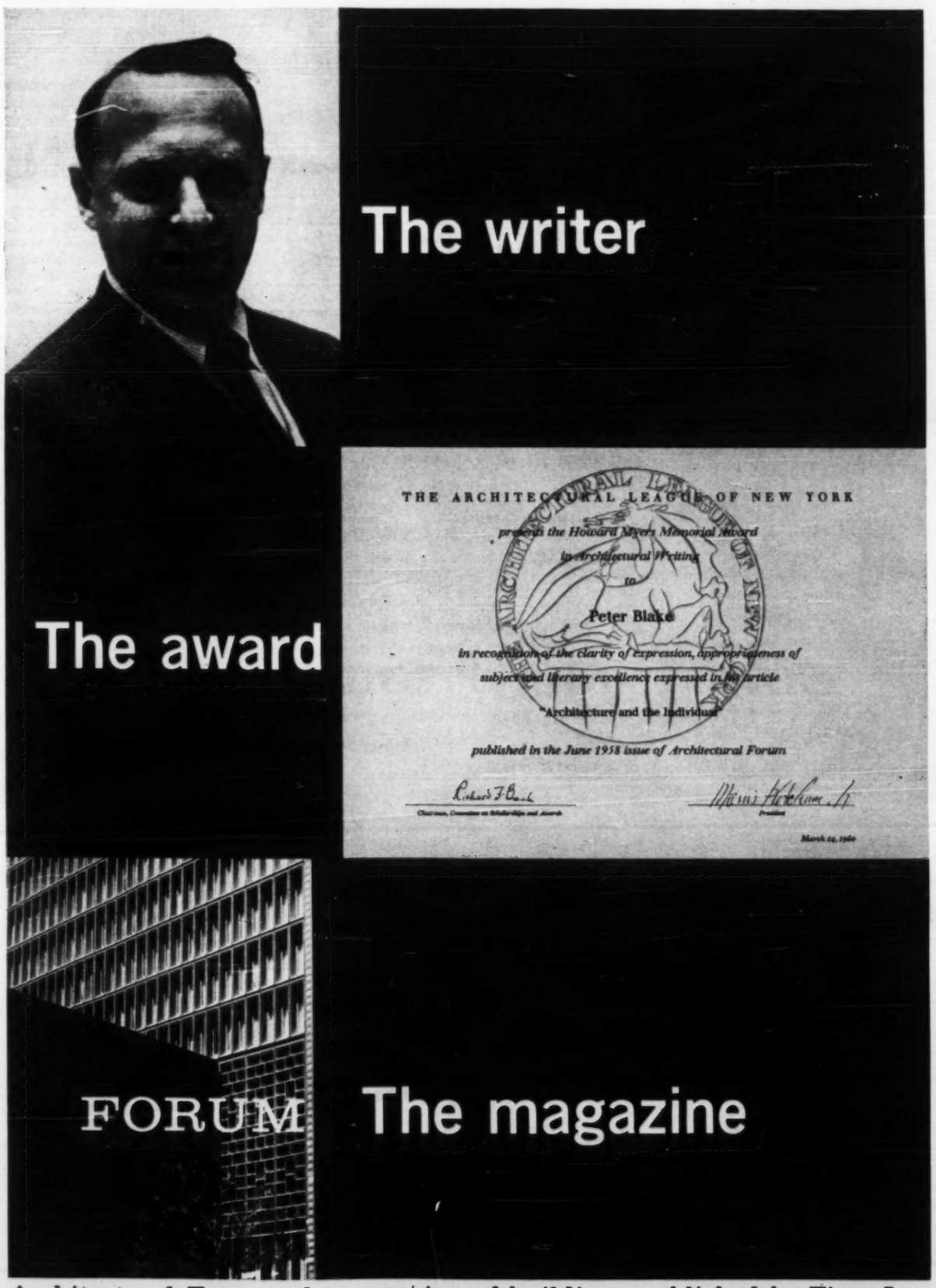
• • •

Raincoats Button Wrong Way

To the Editor: Noting your comment on Page 163, Sept. 12, re the rain coat ad . . . :

In reversing the photo for the British look, I feel someone at Daniel & Charles or at London town should have known that not only the signs in the window would read backward but *all the raincoats button the wrong way!*

Chas. McDaniel,
Huntington, N. Y.


The writer
The award
THE ARCHITECTURAL LEAGUE OF NEW YORK
presents the Howard Myers Memorial Award
in Architectural Writing
to
Peter Blake
in recognition of the clarity of expression, appropriateness of
subject and literary excellence expressed in his article
"Architecture and the Individual"
published in the June 1958 issue of Architectural Forum
March 24, 1960
FORUM
The magazine
Architectural Forum the magazine of building published by Time Inc.

are you on his shopping list?

FARM SHOW

Greatest Agricultural Show in the East
1961 Pennsylvania Farm Show
Harrisburg—January 9-15, 1961
PREVIEWED IN THE JANUARY 14, 1961 ISSUE
CLOSING DATE DECEMBER 6, 1960

Pennsylvania farmers buy each year*...

Tractors	23,040 (units)
Fertilizer	626,000 (tons)
Building Materials	$117,233,000
Drugs	$35,434,000
Furniture and Appliances	$74,631,000
Retail Food	$369,865,000
Automotive	$322,703,000
Gas and Oil	$125,551,000

*Rural sales as compiled from Sales Management and government data.

Total spendable income reaches $1,004,100,000 yearly!

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

Burgett Perrone Pollard

AWARD—*Braxton Pollard, manager of international advertising, Monsanto Chemical Co., Overseas Division, and Pat Perrone, his assistant, examine an award presented by Art Burgett, midwest district manager of McGraw-Hill International. The certificate was awarded for the most interesting single ad in its category since the inception of Readex service by Ingenieria Internacional Industria, McGraw-Hill magazine circulating in Latin America.*

Along the Media Path

The Hartford Courant, Hartford, Conn., increased its per copy price from 5¢ to 7¢, effective Sept. 12.

• To promote sections on fashions, furnishings and food in color three days a week, the **Philadelphia Inquirer** sent out 13x19" direct mail posters in antique-type to advertisers and agencies throughout the country.

• **WFIL-TV,** Philadelphia, celebrated its 13th anniversary and the 13th anniversary of the WFIL-TV newsreel, first national daily tv newsreel, on Sept. 13. In honor of the anniversary, the station introduced its new mobile tv tape unit.

• The September issue of **Materials in Design Engineering** is devoted to the "Materials Age." The special editorial feature examines the origins, meaning and influence of the "Materials Age" on manufacturing and engineering organizations, on science, research, education and the transmission of information on materials.

• On Sept. 14, the **Bergen Evening Record,** Hackensack, N. J., changed its name to the *Record* and introduced a new regional midweek edition. Known as the Midweek Special, the zoned edition, which will appear every Wednesday, will carry regional advertising and expanded reports of organizational and community activities in the areas served.

• **WROC-TV,** Rochester, has presented its Merit Award for Meritorious Achievement to Michael J. Crino in recognition of his many years of service and development of the Lewis Street Center (social welfare settlement) and his organizational and coordination job in establishing the 1959 polio vaccine clinics for children and young adults.

• When 40mph winds from "Hurricane Donna" buffeted the Philadelphia area, the **WPEN,** Philadelphia, "Skyway Traffic Reporter" helicopter broadcasted alerts of streets and highways blocked by falling trees, collapsing power lines and flooded streets.

• The **Washington Post** launched its three-week home show with two special separate 18-page sections with a "Homes of '60" theme, on Sept. 10. The first in a series of three sections to appear on successive Saturdays, it served as an official guide to the exhibit and carried detailed directions to Homes of '60 models, also furnish-

Neaverth Anderson Dix

FAIR QUEEN—*Joan Lee Anderson of Orchard Park, N. Y., is congratulated by William P. Dix Jr., manager of WGR, Buffalo, on her selection as Miss New York Fair Queen, while Dan Neaverth, WGR air personality, looks on. Miss Anderson represented WGR in the contest.*

BUSMAN'S HOLIDAY—*Howard Gill, Jack Barnett and William Davis (l. to r.), publishers of Golf Digest, Evanston, Ill., play a round of golf celebrating the magazine's 10th anniversary and their special anniversary October issue.*

ing the name of the builder, sales agent and price.

• "Beauty," a separate four-color 24-page magazine section devoted exclusively to articles and advertising on beauty and glamor, will be published by the **New York News** on Oct. 2. Included in the section will be articles on charm for women of all ages; exercise for the trim figure; and items on posture, complexion miracles, make-up tricks, and hair care.

• **WBIC**, Bay Shore, N. Y., has joined with Prudential Theaters and the Long Island Fair in a search for "Mr. & Mrs. Long Island," who will act as official host and hostess of the Long Island Fair, to be held Oct. 8-16. The promotion will include 300 spot announcements on WBIC and on-the-screen trailers in Prudential theaters. In addition, the Long Island movie chain will distribute 500,000 nomination blanks.

• "Food Facts for Kentuckiana," containing results of a survey showing relative sales volume of grocery chains and sales data on "Best Food Days," has been published by the **Courier-Journal** and the **Louisville Times.** Also included in the booklet is a map showing chain locations in the Kentucky and southern Indiana area and newspaper coverage in these same areas. Copies may be obtained from Warren Abrams, General Advertising, *Courier-Journal* and *Louisville Times*, Louisville 2.

• A home designed to test the building potentials of new wood products and finishes and new construction methods, designed especially of wood, is being built in Bellevue, Wash., and will open to the press and public in October. The wood products research home is the second in a series of research homes projected in a national program sponsored by the Basic Materials Research & Design Committee, organized under the auspices of **Living for Young Homemakers.**

• "Prime Time Audiences... Nine Nights A Week," a report showing how weekend afternoon television can supplement and substitute for prime nighttime schedules, has been published by the **Television Bureau of Advertising.** Additional information may be obtained from the Television Bureau of Advertising, 1 Rockefeller Plaza, New York.

• **Good Housekeeping** will present later this month a special award of merit to "The Alamo," a $12,000,000 film starring and produced and directed by John Wayne. This will mark the first time in its 75 years of publishing that the magazine has so honored a motion picture.

• The **NBC Radio Affiliates** executive committee has reaffirmed its enthusiasm over the results which have been accomplished by the network, since initiation of its new programming format last January, by endorsing it as a "workable formula for the stations, network and advertisers."

• "Where's Everybody Going?" a study of population and sales migration in 15 markets from 1950 to 1959, has been published by **CBS Television Spot Sales,** 485 Madison Ave., New York 22.

• **TV Topics,** a weekly television-radio tabloid supplement, locally edited and printed, will be added to the **Hartford Times,** effective Sept. 24. It will contain a week's listings of tv, radio and fm programs, news stories of the television world and its personalities and sections devoted to sports and films on tv outlets in the *Times'* circulation area.

• The **New Haven Register** and **Journal-Courier** published the largest dailies in their corporate history Sept. 14. The morning *Journal-Courier* carried 54 pages and the afternoon *Register* carried 96 pages.

• **Department of New Laurels:**

Newsstand sales of **Science & Mechanics** for the first six months of 1960 came to 441,667 copies, a 9% gain over the same six-month period in 1959.

Sports Cars Illustrated reports circulation for the first six months of 1960 reached 171,767, a 13.2% gain over circulation for the first half of 1959. #

Frederick Kogos Sues Former Salesman, Barron Publishing

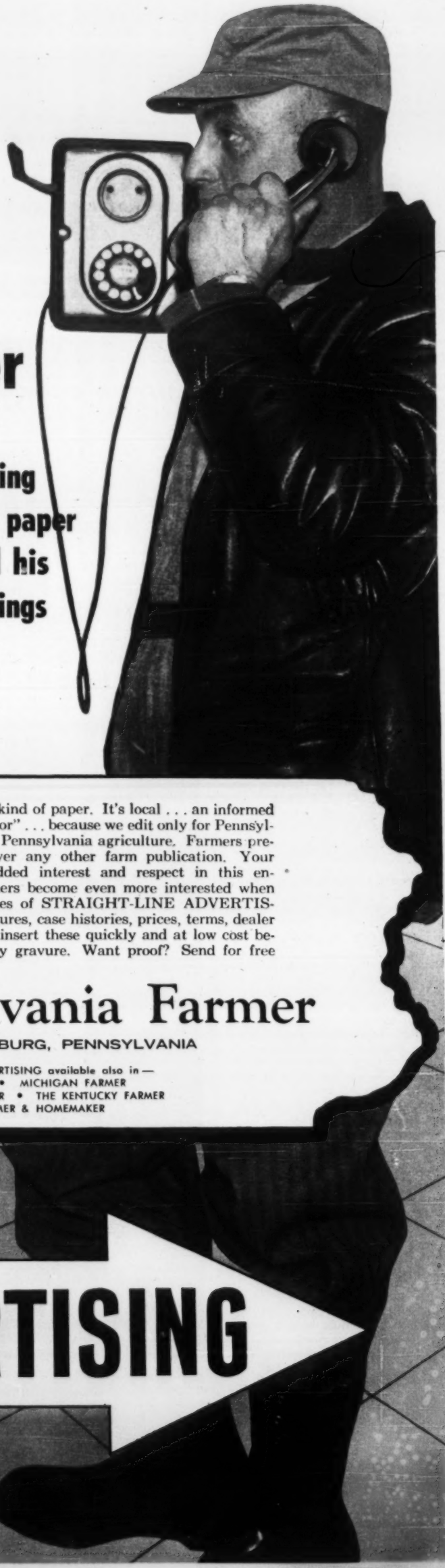
Frederick Kogos, president of Kogos Publishing Co., New York, has filed suit against former advertising salesman Maxwell Kanson and Earl Barron Publishing Co., rival apparel business paper publisher, where Mr. Kanson now works. Mr. Kogos said he has an agreement with Mr. Kanson dating back to May, 1953, prohibiting him from soliciting Kogos' accounts for a period of three years after May 16. Kogos reduced Mr. Kanson's $150 weekly draw against commissions on May 13, and three days later Mr. Kanson moved to Barron.

Barron has asked dismissal of the complaint or separation of the action against the two defendants.

'Mademoiselle' Names Sheehy

John Sheehy, formerly with the sales staff of Haire Publications' *Infants' & Children's Review*, New York, has been appointed to the sales staff of *Mademoiselle*, New York.

make sure you get the order



localized advertising in the state farm paper which has earned his confidence . . . brings buying results

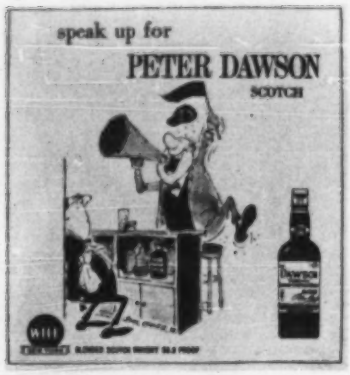
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Pennsylvania people and Pennsylvania agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE ADVERTISING available also in—
THE OHIO FARMER • MICHIGAN FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING



WHAT SAY?—*Julius Wile & Sons, New York, will use a series of nine cartoon ads through the winter for Peter Dawson scotch. The ads will appear in The New Yorker and in the Los Angeles Times, New York Times and the San Francisco Chronicle. Chirurg & Cairns is handling.*

New Formats, Stars to Spark ABC-TV's '60-'61 Programming

HOLLYWOOD, Sept. 20—ABC Television is counting on new formats and new, young stars to boost its stock with audiences during the coming season, Oliver Treyz, ABC-TV president, indicated here last week.

Mr. Treyz summed up the network's strategy in the battle for viewers during a closed circuit preview of the 1960-61 schedule. The preview was seen by affiliates and by press representatives here and in New York.

The ABC-TV executive predicted that such "exciting performers" as Rod Taylor ("Hong Kong") and Troy Donahue ("Surfside 6") will be "household words" before the new season is over. He said ABC-TV is well in the lead in size of audience in competitive markets throughout the U.S. and he forecast a further strengthening of the network's position.

■ Leonard Goldenson, president of ABC-TV's parent company, American Broadcasting-Paramount Theaters, discussed the network's plans for expanding its schedule of informational programs. He made it clear that the network hopes to get good audiences for these too.

"The American Broadcasting Co.," he said, "feels that information programs, to accomplish their mission, must make use of television's entertainment value too . . . The most important information is thrown away if it fails to reach and intrigue the television viewer. Communications demands someone on the receiving end."

■ Other network executives participating in the telecast were Thomas W. Moore, vp in charge of programming and talent; Julius Barnathan, vp for affiliate stations; and John Daly, vp in charge of news and public affairs.

Howard Maschmeier, WNHC-TV, New Haven, Conn., chairman of the board of governors of the ABC-TV Affiliates Assn., assured the network that it could expect affiliates around the country to back the '60-'61 schedule with a powerful promotion-publicity-advertising exploitation campaign. #

Pairan Offers New Service

Paul Pairan, head of Pairan Advertising Agency, Denver, has established a plan to promote new accounts for banks, financial institutions and other businesses of a service nature. The Referaccount Club plan package includes mailing folders, premiums and other promotional material. Current accounts who refer new customers to the institution are rewarded with a free premium.

G&W Seven Star, New Blended Whisky, Bows in New York

Gooderham & Worts Ltd., Detroit, is putting a new blended whisky, G&W Seven Star, on the market in the New York area through Hiram Walker Distributors, New York. The 86-proof brand, claimed to be the lightest whisky produced in America, is bottled in a square, clear bottle to enable the public to "judge for itself."

The ad campaign has not been worked out yet, but plans are to use newspapers only. Simons-Michelson Co., Detroit, is the agency.

Gilson Names Rudolph; Jacobson Adds Divisions

Gilson Bros. Co., Plymouth, Wis., manufacturer of garden and karting equipment, has named Ralph H. Rudolph manager of advertising and public relations. He formerly was general manager and sales manager of Douglas Plymouth Corp.

Gilson Bros. also has appointed Jacobson Advertising, Sheboygan, as agency for all of its divisions. Jacobson formerly handled only the Gilson Pacer tractor.

Britannica Must Stop False Pricing, FTC Examiner Rules

A decision ordering Encyclopaedia Britannica Inc. to stop misrepresenting its prices has been issued by John B. Poindexter, a Federal Trade Commission examiner. He said that prices quoted in the publisher's promotional material and by its salesmen are regular prices, and not for limited periods, as represented. The decision is subject to review by FTC.

Campbell-Mithun Adds Four

Campbell-Mithun, Chicago, has added four people: Rena Nelson, copywriter, formerly of Compton Advertising; Ralph M. Young, art director, previously of Waldie & Briggs; Dwight S. Reynolds, media buyer, from Wade Advertising; and Richard W. Siebrasse, account service, formerly a sales planning manager of Pillsbury Co.

Personal Income Up in '59

Per capita personal income in the U. S. rose 5% in 1959, to $2,166, the National Industrial Conference Board has reported. Delaware topped the list of states with $2,946, followed by the District of Columbia, $2,943, and Connecticut, $2,817. Bringing up the rear were South Carolina, $1,332, Arkansas, $1,322, and Mississippi, $1,162.

Nugent Joins Moore

Francis X. Nugent, formerly of Bruce Publishing Co., has been named midwestern manager of Moore Publishing Co., New York, with offices in Cleveland.

Mintz Joins Hughes Co.

Alan S. Mintz has joined E. J. Hughes Co., Springfield, Mass., as creative director. He formerly was creative director of Jackson Associates, Holyoke.

"Because Advertising Requirements has helped me for nearly a decade in three different jobs in three different cities, I want to make sure it also helps others in my department at American Hospital Supply just as much."

"My copy always is routed to my associates, and frequently we get an idea from AR which stimulates a staff conference."

"To keep our advertising fresh, we decentralize our buying among ten specialists. All of us rely on Ad Requirements and, incidentally, we find the ads as helpful as the editorial material."

JUBILEE—*The American Dairy Assn. and ReaLemon-Puritan Co. will combine products in a promotion for New Jubilee sauce during November and December in Everywoman's Family Circle, True Story and Woman's Day. Commercials will also be used on the Dave Garroway and Jack Paar tv shows (NBC-TV).*

Courtaulds Repeats Supplement Ads for Coloray, Retailers

NEW YORK, Sept. 20—Courtaulds (Alabama) Inc. this fall will continue to concentrate on Sunday supplements to promote draperies made from Coloray solution-dyed fabrics. Draperies made by six companies will be featured, and 44 stores in 40 cities will participate.

Started in 1959, the Sunday supplement campaign is proving a satisfactory way for the fiber company to answer several advertising problems faced by mills today—it enables the mill to advertise its own name and at the same time, in the same ad, satisfy demands for advertising support made by retailers and cutters.

In the normal pattern of today's soft goods advertising, cutters have come to expect advertising support from the mills—and important fabric users are often wooed into using fabrics slated to receive heavy advertising.

Retailers, on the other hand, ask the mills for local advertising that will sell the products they have in stock—and they are not interested in selling either the fabric, the fiber or the cutter's name outside their own store image, Courtaulds has found.

■ Courtaulds combines these three types of advertising—brand name, cutter and retailer—into one, by running color pages in Sunday supplements, featuring a converter and a local department store in each ad. The ads are consistently styled to create one image for Courtaulds, but in each ad the store logotype gets the prominent position. In no instance is the retailer forced to subordinate its logo to the fiber producer's.

For fall, the campaign is Operation Sunshine, designed to promote the idea of sunshine as a welcome guest in houses decorated with sunfast Coloray draperies. The campaign started Sept. 18 and will continue through November.

Each ad will be preceded by an in-store training course showing tests in which Coloray draperies were exposed for months in tropical sunshine without fading. A film, "Your Window in the Sun," is also shown.

■ During the week of the promotion, stores are provided with hang tags, fact cards, and window and in-store displays.

A counter display includes a light box showing the store's Coloray ad. Sun-pin brooches and sunburst cuff links are given to sales personnel to wear. In tests in 11 cities this spring, the company found that the sun-pins and cufflinks "appealed to sales personnel and customers as well, serving as sales-attracting conversation pieces."

Drapery companies to be featured this fall are Ardsley Curtain Co., Bartmann & Bixer, Cameo Curtain Co., Miller Curtain Co., Riverdale Fabrics, Robertson Factories and Croscill Curtain Co.

Mogul Williams & Saylor is the agency. #

Sanders & Lowen Change Name

The name of Sanders & Lowen, New York, has been changed to Sanders, Lowen & Alexander following the appointment of a new partner, Sidney G. Alexander, former supervisor at Kastor, Hilton, Chesley, Clifford & Atherton (AA, Aug. 29). Gay Togs Inc., Inwood, N. Y., has followed Mr. Alexander to the agency. The account was formerly handled by Norman D. Waters & Associates.

'Die Welt' Names Rep

Die Welt, leading German newspaper, has appointed International Newspaper Advertising, New York, its U. S. representative for advertising and circulation.

"I always find creative helps in Ad Requirements"

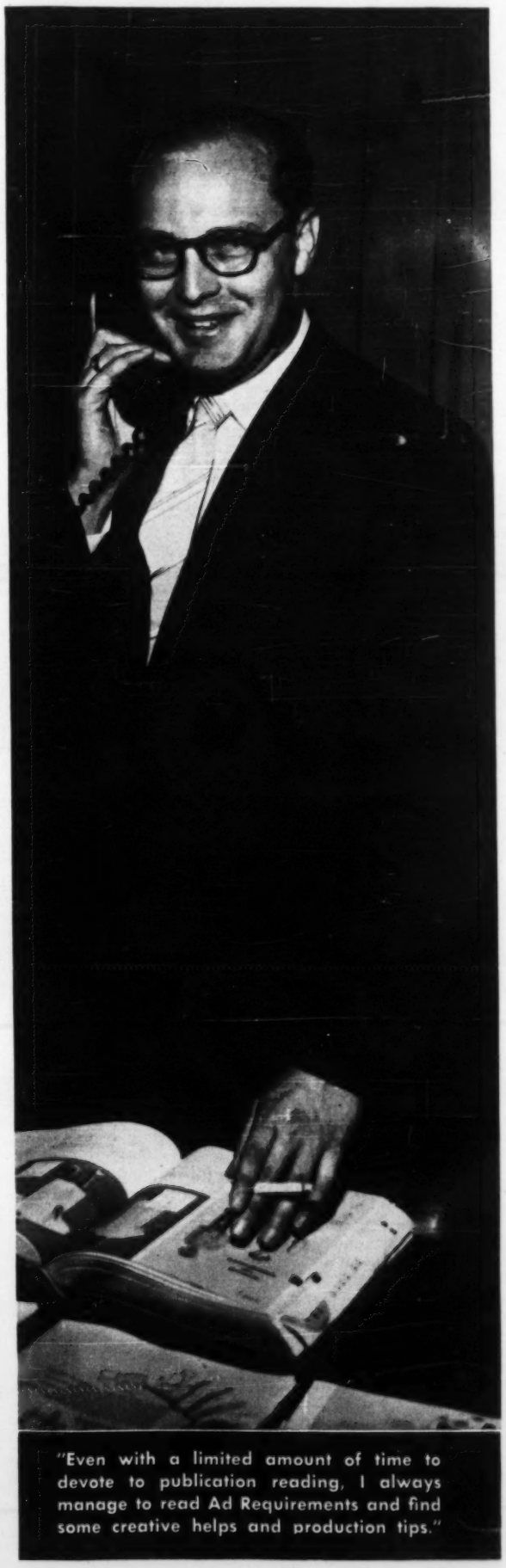
says **JAMES P. INCE**
Director of Public Relations and Advertising
American Hospital Supply Corporation

Mr. Ince and the American Hospital Supply Corporation are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

With 4 operating divisions and 21 wholly-owned subsidiaries, American Hospital Supply does business on a world-wide scale to the tune of almost $100,000,000 annually—and includes among its customers more than 95 per cent of the hospitals in the U. S. Mr. Ince's department spends over $500,000 on advertising and sales promotion activities yearly, most of which is allocated for public relations and sales promotion materials.

Included in the AHS graphic-arts budget are expenditures for an 800-page, hospital-supply catalog distributed to 24,000 hospital executives; a 1,000-page, laboratory-supply catalog prepared for 40,000 customers; and monthly sales bulletins (totaling 36 pages) directed to more than 60,000 buyers. In addition, Mr. Ince and his associates carry out a year-round program of monthly mail-order promotions. The advertising department also counsels the company's sales and merchandising departments on product displays and convention exhibits, as well as on the design of sample kits and packaging and labeling.

Mr. Ince started his business career with the Associated Press in Des Moines. Before joining the American Hospital Supply Corporation at Evanston, Ill., in 1957, he held the post of director of promotion and research at the Omaha World-Herald.



"Even with a limited amount of time to devote to publication reading, I always manage to read Ad Requirements and find some creative helps and production tips."

ar

PRINTING, PAPER & PLATEMAKING · DIRECT ADVERTISING · LAYOUT & TYPOGRAPHY · AUDIO & VISUAL AIDS · SHOWS & EXHIBITS · SIGNS & DISPLAYS · PACKAGING & LABELING · ART & PHOTOGRAPHY · PREMIUMS, PRIZES & SPECIALTIES

Advertising Requirements

Workbook of Advertising & Sales Promotion

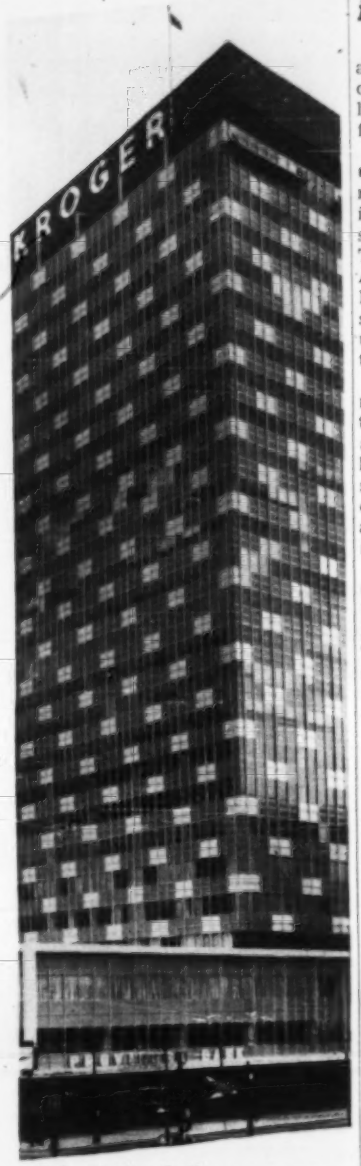
200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

in Westchester
the NEW view is important

WESTCHESTER'S MORNING NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

in the NEW KROGER BLDG. . . . or ANYWHERE



Of all the folks you see from ABC Cincinnati . . .

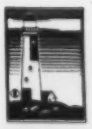
7 * OUT OF 10 *read the* CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost 1,000,000 *Readers*



ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Tobacco Companies Use Light(er) Touch in Premium Offers

NEW YORK, Sept. 20—If there's anybody of smoking age who doesn't have at least one cigaret lighter to call his own, it's not the fault of the tobacco companies.

■ Offering bargain-price lighters made to match the smoker's favorite brand of smokes has become standard practice in the industry. The exception, when ADVERTISING AGE checked the major producers last week, was Brown & Williamson, which goes in big for premiums for Raleighs but doesn't use them currently for its other brands.

The lighters and similar gimmicks are used as (1) a come-on to get smokers to try the brand, and (2) as a competitive wedge to hold current users, who might be switched by somebody else's lighter offer. Most of the lighters, which are copies of well-known U.S. makes, come from Japan.

■ American Tobacco Co. is using lighters as a point of sale inducement for Pall Mall and dual filter Tareyton buyers. The lighters are sold to retailers, who re-sell them to purchasers of two packs of cigarets for about 50¢.

This company's sales representatives' are also on the road with gratis offers for carton buyers, who do their shopping in volume outlets such as supermarkets or big drug stores. In some of these stores an American Tobacco rep is on hand to give carton purchasers of Lucky Strike, Pall Mall or Tareyton six Cokes or a pound of coffee, etc.—depending on who is participating in the promotion.

■ Liggett & Myers brands smokers can get their matching lighter either from their favorite retailer or from the company. A choice of offers is available for Chesterfield, L&M filters and Oasis users: (1) A lighter with the replica of the pack on the side can be had from the dealer for the price of two packs of cigarets plus 60¢, and (2) the same lighter can be secured by sending 10 wrappers from any L&M brand and 60¢ to Liggett & Myers.

Liggett & Myers also is using a premium lure for pipe smokers. At the cigar counter a smoker can buy a $2 Purex pipe for $1 plus the cost of two pocket size packs of Granger tobacco. If he prefers the Velvet brand, he can get the same pipe for $1 by mailing two wrappers to Liggett & Myers.

■ Philip Morris Inc., New York, has been in the premium-offering field for six to eight months, with the standard offer of a cigaret lighter to purchasers. Company officials report that it is satisfied with the deal.

For years the company has offered a premium certificate with one of its lesser brands, English Ovals, entitling the purchaser to a pack of razor blades.

■ The company finds that the premium is an added sales promotion tool in launching new brands. Premiums were offered with the new brand, Alpine, but were introduced only after national distribution of the cigaret was established.

Recently Philip Morris came out with its king-sized Commander brand, but as yet it has not announced whether Commander will get the promotional assist afforded by premiums. AA's sources indicate that it is quite likely.

■ P. Lorillard Co., New York, has been offering premiums for about two and one-half years. The company reportedly foresees a continuance of the practice for about three years at least, so long as the industry is going through the up-and-down process among the leaders. It regards premiums as a way of inducing people at the point of sale to change their brands.

The Lorillard policy apparently is to keep the premium offers a local store promotional effort. It is not attempting to outdo the other brand offers, nor does it have the same deal going everywhere at the same time. The premiums vary; usually it is a lighter or a cigaret case, but hats and pens have also been offered.

■ Brown & Williamson Tobacco Corp., Louisville, is not using any premiums for any of its brands at the moment, other than the traditional Raleigh coupons. Started in 1933, the coupons affixed to Raleigh cigarets now pay out about $8,000,000 in premiums each year to smokers who save and send in the coupons for premiums featured in the Raleigh catalog.

The company has experimented with lighters, but has decided in favor of sampling packs of four cigarets—"We'd rather give away cigarets than lighters."

■ R. J. Reynolds Tobacco Co., Winston-Salem, for over two years has been offering cigaret lighters designed to match the packages of Camels, Winston and Salem cigarets. The lighters are offered in exchange for ten empty wrappers and 50¢. This mail-order program expires Dec. 31, and is described by the company as a "very successful" project. #

Globe Electronics Launches Push for Pocketphone Radio

Globe Electronics, Council Bluffs, Ia., division of Textron Electronics, is using magazine advertising to introduce its new Citizens Band pocket-size two-way radio, Pocketphone, which has a rechargeable "power pak" battery which lasts for at least one year and has a range of up to one mile.

Insertions are scheduled in the September and October issues of *Fortune, Life, The New Yorker, Playboy* and *Sports Illustrated;* two farm publications—*Farm Journal* and *Farm Quarterly;* and in the following business publications—*American Motel, Business Week, Dun's Review, Electronic News, Electronics World, Factory, Jobber News, Law & Order, Military Market & Government Buying, Nation's Business, Office, Oil & Gas Equipment, Popular Electronics* and *Telephone Engineer & Management.*

Flesch Ammer Mast Metaxas

PRESS MEETS PROFESSOR—*Dr. Rudolf Flesch of New York University, author of books on plain talk, readable writing and better English, explains his approach at Purchasing's editorial conference in Shawnee, Pa. (AA, Sept. 12) to Dean Ammer, executive editor, Ted Metaxas, midwestern editor, and B. P. Mast Jr., president of Conover-Mast Publications.*

FDA, FTC Must Join to Halt Misleading Drug Ads, Coyle Says

WASHINGTON, Sept. 20—A booklet published by the Public Affairs Institute calls for greater cooperation between the Food & Drug Administration and the Federal Trade Commission in tightening up on misleading drug advertising. The booklet, by David Cushman Coyle, is titled "How to Get Safe Drugs and Cut Their Costs." After "close observation" of the Kefauver drug hearings, Mr. Coyle also suggests revising the patent laws and "persuading the majority of doctors to prescribe by the uncopyrighted chemical names that the small, low-price companies are free to use."

Mr. Coyle recommends that FDA require a report by a certified clinical investigator before releasing any new drug for marketing. "Gouging the consumer is bad enough, but far more dangerous is confusing and fooling large numbers of doctors into using new drugs without sufficient testing . . . The misleading advertising is the most dangerous feature of the whole racket," he contends.

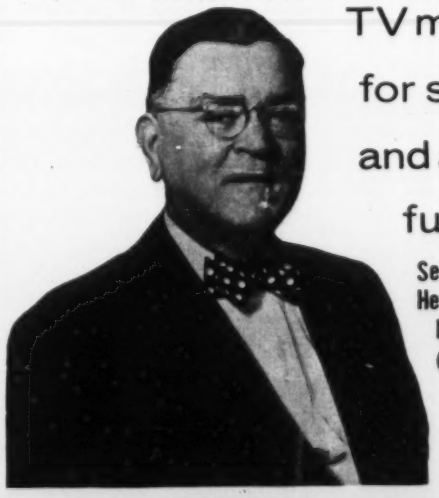
■ Mr. Coyle, an economic consultant in the monopoly investigations of the House judiciary committee in 1949 and advisor in the programming of the work of the temporary national economic committee, noted that FDA has authority to forbid false and misleading labeling and FTC has jurisdiction over phony advertising in medical journals. He said both agencies should consult each other more often.

"It might be desirable for the FTC to look to the Food & Drug Administration for complaints, since the FDA is the expert agency in the field," he suggests. "Some such arrangement could be made voluntarily between the two agencies, or it might be imposed by Congress." #

Courage Named Exec VP

Dudgeon Taylor & Bruske Inc., Detroit, has appointed Jay W. Courage exec vp. Mr. Courage, formerly vp of public relations, will continue as an account executive on the R. C. Mahon Co. account.

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

TOM Q. ELLIS
Clerk, Supreme Court of Mississippi

WLBT Hollingbery 3 WJTV Katz 12

Serving the Jackson, Miss., Television Area

Ayer Starts 'Philadelphia News' Agency Series; Hartford Radio Station Offers Time

PHILADELPHIA, Sept. 23—The *Philadelphia Daily News* today carried the first of a series of full-page public service ads in behalf of advertising.

The first agency to contribute was N. W. Ayer & Son, the largest in Philadelphia and the country's oldest agency.

Gordon Chelf, publisher, announced that the page ad in mat form is now being offered to papers throughout the country without charge. He told ADVERTISING AGE that several midwest newspapers had indicated a desire to participate in the campaign.

The Ayer ad does not include a signature of either the agency president or the copywriter, which follows a policy the *News* set when it announced the series in August (AA, Aug. 22). It is signed only with the agency's name.

Headlined simply "Advertising," the ad begins: "Power, magic, wizardry, enchantment—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising.

"From a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact, the making of successful advertising is a difficult business, requiring both skill and experience.

"It is true that advertising will speed up the sales and secure a larger volume in a shorter time for a manufacturer or merchant with foresight, courage and financial resources to carry definite business policies to completion.

"But no amount of advertising can keep selling a product that cannot be sold without advertising."

Ayer copy points out that advertising can and does create good will for a brand, trademark or store. However, the agency insists that behind every name must be full value, honesty and fair dealing. It continues by warning that practically everything you buy would cost you more if there were no advertising, because without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages."

The ad also points out that without advertising many stores would be forced to cancel orders for lack of demand, unemployment would grow, newspapers and magazines would cost more, and radio and tv programs would be off the air. #

Letkey Joins Portable Electric

Portable Electric Tools, Chicago, has appointed John T. Letkey sales promotion manager. Prior to joining Portable Electric, Mr. Letkey was advertising manager of Fairbanks, Morse & Co., Chicago.

HARTFORD, Sept. 21—William M. Savitt, an advertiser and a broadcaster, has started a campaign to improve the advertising image in this area.

Mr. Savitt, president of WCCC and WCCC-FM and head of Savitt Jewelers, has written to the top 50 advertising agencies in the U. S. and to about 10 agencies in Hartford, inviting each of them to put together a week's campaign "to sell advertising in general."

Mr. Savitt's letter to agencies began with a personal testimonial to advertising: "As a broadcaster and a long time retail advertiser—Savitt Jewelers—I have been much concerned with the brickbats being thrown at advertising. I know what advertising has done for me through the years. It took me from practically a hole-in-the-wall in a side street to one of the most successful retail jewelry operations in the country. Advertising also transformed a small radio station into a highly respected local facility with a consistent record of long-time success for local advertisers."

■ The next paragraph in the letter indicated what ad agencies were being asked to do:

"I don't know how to improve advertising's image, but I can offer the large and important audience of this am and fm facility. My plan is this: That your agency prepare one, or several, one-minute announcements to be broadcast by this station a minimum of 30 times during a given week at no cost to you. The message would sell advertising in general, without regard to particular media. Each announcement would end with the following statement: This message was prepared by ..... agency and broadcast in the public interest by WCCC."

Mr. Savitt, who hopes to get this campaign going in October, about the time WCCC-FM affiliates with the QXR network, seemed well pleased with the initial reaction to his proposal, especially from the agencies in the Hartford area. Some of the major agencies queried have indicated that they want to consider the matter further before they commit themselves.

The stations will accept scripts or transcriptions. Half of the announcements will be on the fm station. Mr. Savitt suggested this might be the start of a national campaign.

■ Last year during Advertising Week, WCCC made available free time to agency executives to appear on the station in observance of the week. #

When Bill Samuels left the mass liquor industry to create this old style sour mash whisky, he had two ideas in mind. One was of a high rounded flavor he had not tasted

oftest Spoken of the Bourbons

for a long time—the other was the idea of a new gentleness no one ever had actually tasted in a bourbon. For out of four generations of family distilling lore and many years of modern whisky production experience Bill knew exactly what makes a bourbon hot-tasting. He knew how he could soften it to just the glow he wanted. To realize this whisky-maker's dream he found and revived the tiny old Kentucky distillery now called Star Hill. The whisky turned out so right to his taste that Bill puts his personal "maker's mark" on each bottle. And a hand-dipped red wax seal goes on as a final defiant gesture against the world of time-motion studies.

The surprising first taste of Maker's Mark reveals how full-flavored, yet truly soft spoken a bourbon can be. Try it. Maybe it will become your favorite.

Maker's Mark

OFTEST—*This latest in a new series of ads for Maker's Mark, product of Star Hill Distilling Co., Loretto, Ky., is running in Gourmet, The New Yorker and U.S. News & World Report. Zimmer-McClaskey, Louisville, is the agency.*

Grossfeld Folds Shop, Will Take Exec Post With Apparel Group

CHICAGO, Sept. 23—Edward A. Grossfeld, owner of Grossfeld & Staff, will dissolve his agency Oct. 1 and will join the Chicago chapter of American Institute of Men's & Boys' Wear as permanent executive director.

Mr. Grossfeld told ADVERTISING AGE that his agency currently handles only six active accounts: Theatrical Shoe Co., Crest Specialty, Martha Maid Mfg. Co., Neckwear Inc., Perfex Plastics and Universal Overall Co., and added that he didn't know where the accounts were going.

Prior to founding his own agency 11 years ago Mr. Grossfeld was advertising manager of Society Brand clothes and assistant ad director of Hart, Schaffner & Marx. Although he declined to discuss current billings, Mr. Grossfeld said his agency billed $500,000 in its peak year. #

Last Minute News Flashes

Gold Seal Vineyards Moves to Kastor, Hilton

NEW YORK, Sept. 23—Gold Seal Vineyards has moved to Kastor, Hilton, Chesley, Clifford & Atherton from the L. H. Hartman Co., which recently merged with Grey Advertising. Prior to that merger, Arthur B. Modell, exec vp of Hartman, switched to Kastor, Hilton with the Grand Union supermarket chain account. Gold Seal said it plans to spend $200,000 in the coming year.

Podesta Resigns as Ritchie Marketing VP

TORONTO, Sept. 23—Anthony Podesta has resigned as a director and vp of marketing of Harold F. Ritchie & Co., ADVERTISING AGE learned exclusively today. No successor has been named. Mr. Podesta, is well known in marketing circles here and in the U.S.

GF's New Unit in Mexico Names K&E

MEXICO CITY, Sept. 23—Industrial Fenix, a newly acquired subsidiary of General Foods, has named Kenyon & Eckhardt de Mexico to handle its advertising.

Honeywell International Unit Moves to BBDO

MINNEAPOLIS, Sept. 23—Minneapolis-Honeywell Regulator Co. has appointed Batten, Barton, Durstine & Osborn to handle advertising for its international division, effective Jan. 1. At present the account is handled in the Chicago office of Gotham-Vladimir. BBDO also handles advertising for Honeywell's technical personnel recruiting and for its meter and electronic data processing divisions.

Lambert & Feasley Gets Sloan's Overseas

MORRIS PLAINS, N. J., Sept. 23—The international division of Warner-Lambert Pharmaceutical Co. has appointed Lambert & Feasley as advertising agency for Sloan's liniment and Sloan's balm. The division has been placing direct. Rockmore Co. handles the Sloan's products in the U.S. Overseas Commodex Corp., New York, a new advertiser, has appointed L&F to handle its varied European imports.

Chrysler of Canada Drops De Soto, Polara

TORONTO, Sept. 23—Chrysler Corp. of Canada no longer will market De Soto and the Dodge Polara in this country. Reason: The large number of North American models on the Canadian market and the diminishing market for medium-price cars. Ron W. Todgham, president, said the Chrysler Windsor, Saratoga and New Yorker "will give us comprehensive coverage across the entire range" from medium price to the luxury class.

Ogilvy to Open in S. F.; Other Late News

• **Ogilvy, Benson & Mather** will shortly announce the opening of a San Francisco office, part of its expansion dictated by the acquisition of the Shell Oil account. T. William Wright, who has handled the Orient & Pacific Steamship Lines, which is headquartered in San Francisco, will move to the new office. He will be joined shortly by a man assigned to Shell. OBM recently announced the opening of a Toronto office to be headed by Andrew Kershaw, formerly with MacLaren Advertising.

• **Twelve Houston media** have bought a spectacular in Times Sq., New York, throughout October to promote the accession of their city to the No. 6 rank among U.S. markets. Gulf State Advertising Agency, which numbers three of the cooperating media among its clients, is coordinating the promotion.

• **Otto Prochazka,** formerly vp with Compton Advertising, New York, has been appointed a vp and group supervisor of Dancer-Fitzgerald-Sample's copy department in New York.

• **Gehl Bros. Mfg. Co.,** West Bend, Wis., maker of forage harvesting and feed handling equipment, which left Brady Co. in 1958 to go to Klau-Van Pietersom-Dunlap, has again placed its account with Brady. The account, which will bill about $265,000 in farm and business papers this year, will be handled in Brady's Milwaukee and Appleton offices.

• **Coca-Cola Co. and Minute Maid Corp.** directors have approved the acquisition of Minute Maid by Coke. If the move is approved by stockholders in December, it is expected that the most important advertising result will be an increased budget for Minute Maid, which spent about $3,500,000 in measured media last year.

• **Liquid Metrecal,** weight control product of Mead, Johnson & Co., Evansville, Ind., is expected to be introduced in test markets soon, probably with vertical half pages in newspapers, plus radio spots. Kenyon & Eckhardt, New York, is the agency.

• **Gordon F. Buck,** formerly vp of Roth Bros. & Co., Chicago marketing consultant, has joined Aubrey, Finlay, Marley & Hodgson, Chicago, as business manager. Before joining Roth in 1958, Mr. Buck was vp in charge of media with Foote, Cone & Belding, Chicago.

• **Federal Trade Commission** today charged that Simmons Co., New York mattress marketer, tailored its co-op advertising plans to exclude all but its largest customers.

• **Reynolds Wrap and Rath bacon** will be used in tie-in newspaper and tv ads beginning next week. The promotion features oven baking of Rath's Black Hawk bacon on a pleated disposable pan of heavy duty Reynolds Wrap. Rath will run b&w ads in 52 newspapers Sept. 28 and 29. Reynolds will feature the promotion on "Day in Court" and "Harrigan & Son" (ABC-TV). Earle Ludgin & Co. for Rath and Clinton E. Frank Inc. for Reynolds are the agencies.

• **Thomas B. Haire,** president of Haire Publishing Co., New York, who has served nearly four years as one of two business paper directors of the Audit Bureau of Circulations, has told ABC members he will not stand for re-election.

• **Taft Broadcasting Co.** has sold WBIR (am-fm-tv), Knoxville, Tenn., to WMRC Inc., Greenville, S.C., for $3,250,000, pending FCC approval. Taft was a member of a group which won the grant to operate the Knoxville channel in a comparative hearing before the FCC, and the tv station went on the air in August, 1957. The WBIR radio stations have operated in Knoxville for many years. WMRC, which operates stations in Greenville and Spartanburg, S.C., is affiliated with the *Greenville News-Piedmont* and the *Asheville Citizen-Times.*

Free Net Time Shrinks Parties' Purchases in TV

Republicans' 11th Hour Show Set for ABC-TV; Democrats' on CBS-TV

NEW YORK, Sept. 23—The 1960 Presidential race so far has not been much of a stimulant for national radio-tv business.

Tv networks and the national radio and television representatives have found the amount of campaign buying disappointing to date. At the network level, the Democratic National Committee (Guild, Bascom & Bonfigli) appears to be more active than its Republican counterpart, Campaign Associates.

Two major considerations may be limiting the parties' paid schedules: (1) The ever-present shortage of political ad dollars and (2) the abundance of free time. So many shows have offered time to Vice-President Richard Nixon and Sen. John F. Kennedy that they are going to have difficulty fitting them into their already crowded schedules. Included are many regular shows, as well as the much ballyhooed four "great debate" appearances.

■ At press time these were the tentative schedules ordered on the networks:

ABC

Democrats—A half hour Sept. 20 at 10:30 p.m., EDT. Six five-minute shows throughout the daytime schedule, running Oct. 20 through Nov. 3.

Republicans—An hour at 11 p.m., EST, on election eve, Nov. 7. One five-minute segment Nov. 5 at 9:55 p.m., EST, cutting off the end of the "Lawrence Welk Show." Also eight five-minute daytime segments from Oct. 28 through Nov. 4.

CBS

Democrats—Approximately 13 five-minute shows, some five in the daytime and eight in Class A time, with the periods snipped off such popular shows as Red Skelton and Garry Moore. One 30-minute program at 9:30 p.m., EST, Nov. 5, and the final hour before voting, Nov. 7 at 11 p.m. to midnight, EST.

Republicans—Approximately nine five-minute programs, equally divided between day and night. Two half-hour periods—Oct. 3 at 8:30 p.m. and Oct. 31 at 9:30 p.m., EST.

NBC

Democrats—About 21 five-minute shows, including 12 during "Today." One half hour at 8:30 p.m., EDT, on Oct. 31, with two other half-hour periods under consideration, times to depend on the movements of the candidates.

Republicans—Approximately ten five-minute shows, many daytime. Several half hours under consideration, none definitely cleared yet.

■ Reps are beginning to get queries on spot radio and tv schedules from both major parties, but these campaigns are still pretty much up in the air. The representatives, and the industry generally, are anticipating a last-minute rush in the final stages of the drive, as the candidates start giving the voters the saturation treatment. #

'Time' Buys Big 10 on Radio

Time, New York, will sponsor the opening performance of the Lyric Opera and Big 10 football games on WBBM, Chicago, CBS outlet. Young & Rubicam handled the purchase.

INSTITUTIONAL—*A big banner stretches over the main entrance to City-County Bldg. in Pittsburgh. First used in commercials for Iron City beer, the "Beat 'em, Bucs!" slogan is now a community project.*

Brewer's Ad Slogan Becomes Buc Battle Cry

(Continued from Page 1)

words. You even see "Beat 'em, Bucs" printed on milk cartons.

■ All this is part of an almost hysterical campaign being promoted by the Pittsburgh Chamber of Commerce to bring the first pennant here since 1927.

Pittsburgh's civic and business leaders were enlisted in the drive as early as July 8. Since then, the effort to give the Pirate ballplayers "a psychological lift that could make the difference between a winning and losing ball club" has grown into a full-scale, all-out community project.

But the "Beat 'em, Bucs" theme had been planted in the public's consciousness before the chamber of commerce made it semi-official.

Credit for this belongs to the ad program for Iron City beer, made by the Pittsburgh Brewing Co., which sponsors the tv and radio broadcasting of Pirate games.

UBIQUITOUS—*Cabs, too, carry "Beat 'em, Bucs!" signs in Pittsburgh.*

KM&G, agency here for this account, started to work the "Beat 'em, Bucs" slogan into Iron City commercials early in July.

■ This took some courage. The Pirates, it will be remembered, were a major disappointment to their followers last year. If they had gone into an August tailspin, the campaign would have fallen as flat as two-day-old beer.

KM&G executives honor Ed Spahr, one of the agency's artists, as the man who early fingered the Bucs as an odds-on bet to grab the National League pennant this year.

Mr. Spahr, a Pirate fan, sold his enthusiasm about their chances to William Kroske, account exec, and Emil Hofsoos, account supervisor.

They, in turn, sold the idea to S. E. Cowell, president, and John de Coux, ad manager for Pittsburgh Brewing.

With the green light on, Mr. McGovern came up with the "Beat 'em, Bucs" slogan and Cy Bloom, a free lancer, wrote the lyrics for the Buc fight song, set to the tune of "Camptown Races."

The "Beat 'em, Bucs" campaign already a winner, promises to roll right on into the World Series, harvesting bucks for more advertisers than one. #

Push Services of Insurance Agents in Ads, Johnson Urges

(For list of awards given at LIAA meeting, see Page 144)

NEW YORK, Sept. 22—Life insurance advertisers should follow the lead provided by the ethical drug industry's admen, the 27th annual meeting of the Life Insurance Advertisers Assn. was told here today.

Raymond C. Johnson, vp in charge of marketing at the New York Life Insurance Co. and president of the Life Insurance Agency Management Assn., said that no sale is made by an insurance company solely on the strength of an ad.

Just as no ethical drug sale is made until the physician and the patient get together, so no ads sell life insurance until potential buyers get together with insurance agents, he indicated.

"Squibb and Upjohn and Parke, Davis have used much of their advertising and sales promotion in the past years to sell the public on the services of the family physician, because they know the only way they can sell their antibiotics and prescription drugs is to encourage people to go to their family physicians when ill," he said.

Thus life insurance advertising should break from the corporate image idea—"It is the service of the agent that needs to be sold to the public, not the prestige and strength of the company," he said.

■ He asserted that this did not call for "any radical surgery or any complete about face" in current advertising policy. "It seems to me it is more a matter of slanting and emphasis."

To this end, he offered a two-part formula to insurance copywriters:

1. Somewhere and somehow show the reader he has a serious problem and get him disturbed about it.

2. Then suggest he make use of the services of an agent as the person who is best qualified to help him.

■ Additional advice to insurance admen was offered by Harry N. Kuesel, consulting manager of Phoenix Mutual Life Insurance Co. He offered four points:

1. Ads should explode some of the misconceptions about life insurance, such as the common belief that "you have to die to win."

2. Copy should use more of the sales angles that agents use in the field.

3. A series of "Do you know that . . .?" ads would be worth trying.

4. Use of more case histories. Mr. Kuesel said when he was a young agent, a sales trainer told him: "The two most valuable words in the salesman's vocabulary are 'for instance.' Prove what you're saying with a believable story. That's good advice for ad writers, too."

■ John L. Briggs, vp and director of public relations and advertising for Southland Life Insurance Co., was elected president of the association. #

Ac'cent Launches Fall Push

Ac'cent International, Skokie, Ill., division of International Minerals & Chemicals Corp., has launched a fall promotion for "Cheese-Tato Topper." The promotion offers retailers an opportunity to merchandise five food items: Ground beef and evaporated milk and Ac'cent, instant potatoes and packaged cheese. The promotion is scheduled to reach its peak in October, with ads scheduled in *Good Housekeeping* and *Ladies' Home Journal*.

BACHRACH PHOTOGRAPHS THE NEXT PRESI DENT OF THE UNITED STATES

SURE WINNER—*Bachrach Studios had the New York State campaign managers for the Republican and Democratic parties flip a coin to determine which Presidential candidate would appear on the right hand page in this spread scheduled for the Oct. 1 New Yorker. Bachrach has photographed every President since Lincoln. Rockmore Co., New York, is the agency.*

Western Music Fanciers Are Brand-Aware Group, Pulse Finds; Nashville Their Capital

NEW YORK, Sept. 21—Is the country and western music radio audience sizable? Do people who like this type of music have strong brand preferences?

Affirmative answers to both questions were indicated in a survey conducted by Pulse Inc. for the Charles Bernard Co., a representative for more than 50 radio stations which program country and western music. Results of the study were disclosed here yesterday by Pulse director Dr. Sydney Roslow, who said that it was probably the first survey of its kind ever made.

From a total of 11,000 personal interviews conducted in 18 markets which have stations programming country music, 2,000 respondents said they enjoy that type of music. These same 2,000 people indicated a preference for leading, nationally advertised products as against less expensive supermarket brands.

■ Among the country music fans, 71% said that they serve regular coffee. From this group, 30.2%, the largest number, said Maxwell House was the brand they served last; second named brand was Folger's, with 16.9%. The same brands were named by the 55% who said they served instant coffee; 45.5% of these named Maxwell House and 9.9% listed Folger's.

Of the 69% who said they serve tea, 63.1% named Lipton as the brand last served. This was well ahead of all other brands, Tenderleaf being second with 7.3% and Tetley third with 6.8%.

Other preferences indicated by the country music lovers: Among soaps, 26.8% chose Ivory, 19.9% Dial, and 17.4% Lux. Among beers and ales, 15.4% named Schlitz, 9.6% Budweiser and 9.3% Coors. In filter cigarets, 44% chose Winston, 13.6% Salem and 8.8% L&M. Among non-filters, 23.3% picked Pall Mall, 22.6% Camel and 12.3% Lucky Strike.

■ Of the 18 markets surveyed, Nashville showed the greatest penetration of country-western music homes, with 55.3% of the station's audience in the country music fan group. This was followed by Augusta, with 30.7%; Denver, 22%; Charlotte and San Bernardino, 21.3%; and Memphis, 20%.

Bernard has under consideration a plan whereby the more than 50 stations of the country music network which it represents would begin programming on a regional recorded network basis. So far, the company has confined its activities to combined sales on its represented stations. #

NBC Radio Reports Black Ink Figures—1st Time Since '52

NEW YORK, Sept. 22—The first full year in the black since 1952—this was the news that was being trumpeted this week by NBC Radio.

William K. McDaniel, vp in charge of the network, reported net sales of $1,250,000 during the last three weeks, which he said would put the radio chain in a profit making position for the first quarter of 1961.

Mr. McDaniel attributed this happy state of affairs to several factors. "In the first place," he said, "we went through a four-year period of serious study, research, trial and error and planning with our affiliates executive committee and our full 200-station affiliate body to determine how we, as networkers, and they, as stations, could best serve each other by supplying an effective service to the audience and the advertiser.

■ "NBC Radio's new programming format which went into effect last January was the result of this joint effort. We have tried to give the stations what they can't do as well locally as we can—international news when and as it happens, using the worldwide facilities of the NBC news department—'Monitor,' 'Emphasis,' sports, special events and in general a good network service around which to develop their local programming personality. We have given them full compensation for every minute of network time they have carried. We have programmed name stars in the way we and the affiliates think they should be programmed in the present-day pattern of network radio, short segments in such shows as 'Monitor.' The results speak for themselves," Mr. McDaniel said.

The advertisers purchasing the $1,250,000 in time were L&M cigarets (Dancer-Fitzgerald-Sample), Chesterfield cigarets (McCann-Erickson), American Motors (Geyer, Morey, Madden & Ballard), and Curtis Publishing Co. (Batten, Barton, Durstine & Osborn). #

Tyson Names Rainsley

O. S. Tyson & Co., New York, has appointed William E. Rainsley, formerly with Benton & Bowles, New York, to its copy staff. Mr. Rainsley was copy director of Tyson in the mid-1940s.

FCC Works on Rules Implementing Anti-Payola Law

WASHINGTON, Sept. 21—The Federal Communications Commission assured broadcasters today that it is working on "an interpretive and clarifying announcement" aimed at nailing down the meaning of the new anti-payola law.

In the meantime, FCC said it will use examples set forth in the report of the congressional committee that fashioned the bill to enforce and interpret the new measure.

The commission also made it clear that the stringent disclaimer requirements—calling for a specific mention whenever a station obtained a record or prop free—have been revoked. The March 1960, dictum was issued at the peak of the payola fuss.

■ The examples attached to the anti-payola bill are not an all-inclusive interpretation, although they do represent the views of most tv and radio stations. The Walt Disney organization, however, pointed out in Senate and House debates that considerable uncertainty still remains as to the effect of the new law on the "plugola" problems of film producers who receive many free props from big national advertisers, including automobile manufacturers. The film companies who air their wares on tv contend that additional interpretations are necessary from FCC to help them comply with the law.

In today's action, the commission advised all interested parties to follow the examples in the report of the House committee on interstate and foreign commerce which accompanied the anti-payola bill, until FCC can come up with some rule making of its own.

The report spells out the ground rules broadcasters must live up to when they accept free merchandise or props. In general, if no special emphasis is given to the supplier's product, no announcement is needed. In drafting the new law, Congress tried to embody rules which were workable to the industry with an adequate safeguard to the public that a prop or a mention was something more than a hidden plug.

■ Here are a few examples: A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is necessary unless the supplier furnished more copies of a particular recording than are needed.

• An airline pays a station to insert in a program a mention of the airline. An announcement is required.

• A hotel permits a program to originate on its premises. No announcement is required. If, however, in return for the use of the premises, the producer agrees to mention the hotel in a manner not reasonably related to the use made of the hotel, an announcement is required.

• A Coca-Cola distributor furnishes a Coca-Cola dispenser for use as a prop in a drugstore scene. No announcement is required.

J. T. Howard Adds Two

Coble Dairy Products Cooperative, operating in the Carolinas, Virginia, Tennessee and Georgia and Aeronautical Electronics Inc., Raleigh, N.C., manufacturer of two-way radios and allied products, have appointed J. T. Howard Advertising Agency, Raleigh, to handle their advertising. Cox Jackson, Charlotte, N.C., is the former agency of Coble Dairy, and Ayer & Gillette, Charlotte, formerly handled advertising for Aeronautical Electronics.

He could have said, "We owe a lot to the R. A. F."

Mr. Churchill said, instead, "Never in the field of human conflict was so much owed by so many to so few."

These are very simple words. But how great their power to move the minds and hearts of men!

In the K&E Book of Creative Standards, one page reads, "There has never been any instrument of human persuasion that can rival the word itself. Civilizations have been founded on words. Men have died for them. The greatest skill in our business is the business of writing."

We know that many tools are available to us in the mechanics of communication. Year by year, our tool kit grows. But people at Kenyon & Eckhardt still believe that the most important was the first.

The word.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

CHRISTMAS DECANTER—*Brown-Forman Distillers will feature its new Old Forester gift decanter with full color pages like this one in Gourmet, Look, Time, Town & Country and U.S. News & World Report.*

Brown-Forman Sets Record Yule Push in Three Media

LOUISVILLE, Sept. 21—Brown-Forman Distillers this fall will launch the most extensive Christmas promotion program in the company's history.

A new Old Forester gift decanter, designed by Raymond Loewy, is the highlight of the program. Brown-Forman also will market its other products in new gift-wrapped packages.

The campaign will break in October with an unusual ad in 21 liquor trade publications. The one and one-third page ad, printed in 12 colors on aluminum foil—the same foil used in the gift-wrap program—will appear in the publications as an insert.

■ Consumer advertising breaks in November. Full-color pages featuring Old Forester will run in November and December issues of *Gourmet, Look, Time, Town & Country* and *U.S. News & World Report.*

Early Times will be promoted with full-color pages in November and December issues of *Look, Sports Illustrated, True* and *U.S. News & World Report.* A heavy outdoor schedule also is planned for Early Times.

Large-space ads in more than 300 newspapers have been scheduled, starting about Nov. 15. The ads will feature both Old Forester and Early Times.

Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency. #

'Parade' Boosts Reynolds to Assistant Publisher

Warren J. Reynolds

Warren J. Reynolds, sales manager of *Parade*, Chicago office since 1954, has been named assistant publisher, with headquarters in New York.

He succeeds Wallace Sprague, who has joined *This Week Magazine* as exec vp.

Gorman Joins Grant

Richard F. Gorman has joined Grant Advertising, Chicago, as an account executive. Mr. Gorman has been advertising and sales promotion manager of the refrigeration department of Hotpoint Co., Chicago, for the past year, and before that he was director of advertising of Admiral Corp.

'American Weekly' Drops Some Papers; Sees Brighter '61

NEW YORK, Sept. 21—*The American Weekly*, whose dollar volume slid from $23,186,532 in 1958 to $15,777,273 last year, and which was down 87 pages of advertising for the first half of 1960, expects to "show some pluses in the first quarter of 1961."

This was the word today from Edwin C. Kennedy, vp and advertising director. Mr. Kennedy anticipates better times on the basis of a program that includes ending the weekly's distribution in the *Cleveland Plain Dealer, Cincinnati Enquirer* and the *New Orleans Times-Picayune*, where the supplement duplicated the coverage of *This Week Magazine.*

Mr. Kennedy added that *American Weekly* will add the *Waterbury Republican* in October and the *Fort Worth Press* later in the year. Advertisers will pay $27,125 a b&w page and $34,600 a four-color page next Jan. 1 for coverage in all 33 *American Weekly* papers. These have a combined circulation of 8,865,199. The present rate is $30,370 a b&w page and $38,750 for four colors.

■ Duplication with *This Week*, said Mr. Kennedy, "began to be a serious problem." But the new lineup of distributing newspapers gets these supplements to "complement each other and give greater effectiveness to advertising."

Mr. Kennedy said there is "still some overlap" between the two publications in Philadelphia and St. Louis newspapers, "but we don't know yet what we're going to do about these places."

Other phases of the publication's program—described by Mr. Kennedy as one of "energetic expansion"—will include an advertising campaign through Kastor, Hilton, Chesley, Clifford & Atherton, and a publicity drive through David Green Associates. The latter will be keyed to the fact that the *American Weekly* next year completes 65 years of continuous publishing.

Mr. Kennedy said the supplement is now interested basically in "those industrial areas in ten states—states which will do 70% of all retail business in the coming decade. We want to concentrate where the payrolls of the nation are located."

■ He added that he expected advertisers "will be greatly interested" in a study, to be made available in about two weeks, which covers 156 grocery product groups and 4,212 branded items. This is a study of consumer purchase patterns by socio-economic levels. It measures sales by brand and product in "representative supermarkets serving white-collar families versus supers with like volume serving industrial-worker families."

Data for the study is based on IBM warehouse shipment records of leading food chains and distributors. "The basic presentation deals with subjects of primary concern across the entire food field: Product movement, private versus national brands, package sizes, convenience items, deals and premiums, new product receptivity," Mr. Kennedy said.

Advertisers will also get to see, on a confidential basis, the movement of their own and competitor's brands in white-collar versus industrial-worker areas. #

KFOX Sold for $850,000

KFOX am and fm, Long Beach, Cal., has been sold to a Washington group headed by Max Resnick and Robert Symonds for $850,000. Sellers are Kenyon Brown, Bing Crosby and Kevin Sweeney.

LARGEST AD—*Richard Babcock (right), president of Farm Journal, presents a specially inscribed leather-bound first edition of the October issue to C. R. Carlson Jr., vp of the marketing division of Deere & Co. Deere's 18-page insert in that issue was the largest ad in the publication's history.*

Southwest Dailies Show 15% Gain in ROP Color Linage for First Half

(Continued from Page 3)

ing and charges for it, they're happier than if the newspaper restricts them, James Allison Jr., vp of the *Midland Reporter-Telegram*, told the group.

The Midland daily built its color advertising up to 2,000,000 lines last year, and hopes to hold the same linage this year, he reported.

His daily does not restrict the advertiser on size, color or any other factors, Mr. Allison pointed out. It has a minimum charge, and makes appropriate charges for various expenses. The best evidence of the popularity of this approach to color advertising is the high linage run by the paper, he added.

■ A. Harris & Co., Dallas retail department store, plans a color campaign on fashion merchandise and gets it into action in a week's time, Harry Silverglat, vp, told the meeting. To make the most of fashion sales, Harris uses spot color rather than process color, so that the artist can make separations.

Mr. Silverglat reported that the artist may get out a drawing in one hour in the rapid operation, a disclosure that set admen arguing pro and con over the merits of speed and quality. Use of matched inks enables the company to use from one to three colors along with black, he said.

Items advertised in color appear to sell better than those displayed in b&w, and items priced in color appear to sell better than those printed in black, said Horace Busby of Walgreen Drug Stores, Midland.

■ The Walgreen ads run on Sundays, Tuesdays and Thursdays, retaining the same color—purple—on Thursdays and utilizing various colors on the other days, he said.

The use of a familiar color every week has advantages in identifying the ad with Walgreen's, Mr. Busby said.

The stores tried color in various positions throughout their weekly ads, and likewise tried running prices in color in various positions throughout the ad, Mr. Busby said. But regardless of position, the pulling power of the items described or priced in color was better. A Sunday advertisement for portable typewriters, in one "pick-put" color and black, sold all 27 typewriters in stock by 3 p.m. that day, Mr. Busby reported.

■ The conference gave medal awards to four advertisers, for the best r.o.p. color ads in various classes, and to nine newspapers. Frost Bros., San Antonio, won the medal for the best ad using two or more colors and black; William F. Finn & Associates and the Tyler Clearing House Assn. won medals for the best local ad using one color and black.

Medal awards to national advertisers went to National Sugar Refining Co. (Fitzgerald Advertising) for an ad using one color and black, and to Old Taylor bourbon (Kudner Agency) for an ad using two colors or more and black.

Medals for the best reproduction of advertising using two or more colors and black, in various circulation classes, went to the *Temple Daily Telegram*; *News-Star & World*, Monroe, La.; *Corpus Christi Caller-Times* and the *Houston Post.*

Awards for best reproduction on ads with one color and black went to the *Greenville Herald-Banner, Midland Reporter-Telegram, Wichita Falls Times & Record-News*, and the *Houston Chronicle.*

The *Houston Chronicle* and *The Paris News* also won the medal awards for the best use of color by a newspaper in their circulation classes for in-paper promotion.

Special awards went to the Jackson Brewing Co., New Orleans, for contributions to the advancement of newspaper r.o.p. reproduction techniques through their Jax beer campaign of 1959, and to Rodney Boling, Rodney's men's and boys' stores, Houston, for exceptional use of r.o.p. color advertising in retail merchandising.

Campbell-Ewald Names Klose to Broadcasting Post

Willard Klose, formerly vp of Lennen & Newell, New York, for the past two years, has been named director of broadcasting creative activities of Campbell-Ewald Co., Detroit, succeeding Kennsigner Jones, who recently was named senior vp in charge of all the agency's creative activities.

Mr. Klose also has held posts with Leo Burnett Co., Chicago, and Young & Rubicam in New York.

Multi-Page Units to Push New Deere Farm Equipment Line

MOLINE, ILL., Sept. 21—Deere & Co. is introducing its radically changed tractor and equipment line to farmers with an 18-page color insert in October issues of *Farm Journal* and *Progressive Farmer.* The insert, supplied by Deere, will also run in *Country Guide* and *Le Bulletin* in Canada.

An eight-page color insert promoting Deere's industrial equipment is in September and October issues of 29 construction magazines, and a four-page color insert on logging equipment will run in seven logging journals. Both inserts were preprinted.

During the introductory period, one-minute radio spots will be used in U. S. and Canadian markets. Dealer publications will carry an eight-page b&w ad to the trade.

The company introduced the new line—dubbed "a new generation of power"—to 6,000 dealers with a barbecue and other festivities in Dallas on Aug. 30-31.

Gardner Advertising Co., St. Louis, is the agency. #

American Radiator Agrees to Sell Mullins Subsidiary

WASHINGTON, Sept. 21—The Department of Justice today settled an anti-trust suit against a kitchen sink and bathtub manufacturer which the department says will restore competition in the kitchen sink market.

Terms of the consent judgment require American Radiator & Standard Sanitary Corp., New York, to sell its interests in Mullins Mfg. Corp., Salem, O., maker of Youngstown Kitchens.

A year before the 1956 merger according to the complaint filed by the Justice Department the same year, American-Standard was the largest manufacturer of kitchen sinks and bathtubs in the U.S. Mullins was the largest maker of steel kitchen sinks and steel kitchen cabinets in the country.

■ The complaint charged that the sale would eliminate competition between the two companies, and would bolster American-Standard's competitive advantage over other makers of kitchen sinks.

The final judgment requires American-Standard to get rid of the business and plants acquired from Mullins, now called the Youngstown Kitchens division of American-Standard. The judgment further directs American-Standard to continue operating Youngstown plants at Salem and Warren, O., until their sale.

American-Standard is also prohibited for five years from buying any interest in any business in the U.S. which makes or distributes plumbing fixtures or steel kitchen cabinets, unless it can prove the purchase won't reduce competition. #

Falstaff Brewing Boosts Griesedieck Jr., Holtmann

Alvin Griesedieck Jr., advertising director of Falstaff Brewing Corp., St. Louis, for the past nine years, has been promoted to assistant director of marketing, a new post. Mr. Griesedieck, grandson of the brewer's founder, will assist Karl K. Vollmer, vp and marketing director, in directing the company's sales and advertising.

George P. Holtmann, assistant advertising director since 1953, has been named advertising director, succeeding Mr. Griesedieck. Ed Hagan, press relations manager, will assume new duties under Mr. Holtmann, as sports coordinator.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Unusual opportunity to top fifty am-fm-tv market for promotion-marketing manager. Mature man with proven background of audience-winning, sales-developing ideas will find secure future with exceptional benefits. Send complete resume and recent photo to
Box 4112, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Direct mail company wants creative ad man with extensive direct mail art, copy, and production background. Must relocate. Write **Personnel Director Fingerhut Mfg. Co., 3104 W. Lake St., Minneapolis 16, Minnesota** stating age, experience, education, and salary range.

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

PROMOTION COPYWRITER
National Consumer Magazine Promotion, Merchandising, Advertising Copy. 2-3 years experience. Publishing background helpful but not required.
Box 4120, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSISTANT ADVERTISING MANAGER
Philadelphia denominational book publisher needs young man with agency or advertiser experience in copy and layout in print and space advertising; plus knowledge of planning, budgeting and production; and ability to supervise six-person creative staff. Send resume, samples and salary requirements to
Box 4121, ADVERTISING AGE
630 Third Ave., New York 17, New York

DO YOU NEED A $ MIRACLE?
We have it. You can net over $5,000 part-time, much more full time. No cash outlay needed. Manager of this nationally successful club needs wide acquaintance, business sense, extrovert qualities, and hard work habits. Only persons 25-35 in cities 500,000 or over should apply. Write giving full particulars to
Box 4122, ADVERTISING AGE
630 Third Ave., New York 17, New York

MANAGING AND ASSOCIATE EDITORS
Needed immediately, one managing editor and two associate editors, one with the ability to handle technical subjects, for well established business magazines in the building and other fields. If you really mean business, then write us full particulars. The right men can start work immediately.
Box 4123, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

FARM PAPER ADVERTISING SALESMAN WANTED
Salary arrangement based on qualifications. Please send complete resume or letter giving age, experience, education and pertinent information. All information held in confidence.
Box 4124, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL
ADVERTISING MANAGER
NEED A CAPABLE MAN 25 TO 35 WITH EXPERIENCE IN ADVERTISING AND COPYWRITING FOR INDUSTRIAL MARKETS. COMPANY IS A WELL ESTABLISHED CHICAGO MANUFACTURER OF MACHINES AND TOOLS. POSITION IS PERMANENT AND INCLUDES ENTIRE RANGE OF ADVERTISING FUNCTIONS. SEND RESUME INCLUDING PRESENT SALARY AND SMALL PHOTO
Box 4125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

UNUSUAL OPPORTUNITY FOR CAPABLE ACCOUNT MAN WITH BILLING: Stock ownership and profit participation with strong National industrial-consumer agency; European affiliations. Write in strict confidence or contact through third party.
Box 4127, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR, staff of 8-10, newspaper promotion. Excellent opportunity in New York City for man who can combine administrative, creative talents. Must have had some supervisory experience. Salary range $8-9,000. Submit sample tissue layouts, with resume including age, references, to
Box 4130, ADVERTISING AGE
630 Third Ave., New York 17, New York

HELP WANTED

ADVERTISING-SALES PROMOTION
Major midwestern newspaper has responsible position open for sales promotion-public relations man. Must be versatile writer with understanding of production techniques for all media and experienced in press relations and community relations administration. Ability to translate market data into intelligent sales presentation materials essential. Agency and/or newspaper promotion experience desirable. Salary open. Age 30-40. Send resume including samples demonstrating professional competence to
Box 4084, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRINTING SALESMAN
To the man who is looking to increase his sales. Fast growing Chicago lithographer with multicolor presses, complete platemaking and bindery facilities is looking for a man with experience in selling printing. Opportunity for you to really move ahead by offering you active accounts, full expenses, insurance program, profit sharing and a solid pension plan. All replies held in strict confidence.
Box 4128, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE COPYWRITER who wants an opportunity to move ahead financially by assuming key spot on important national accounts. Must have agency experience. Our people know of this ad. Write in confidence.
Box 4129, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising-Editors

Advtg. Mgr., Electronics	$13,000
Home Economist, Deg. some exp	Open
Copywriter, Consumer Agency	Open
Technical Writers	$6,000-$10,000
Media Director, All print media	Open
Sales Promotion Mgr, Foods	Open
Intn'l Advtg. Asst, Pkg. Gds	$8,500
Merchandising-Retail Exp	$12,000
Market Development-Plastics	$10,000

SHAY EMPLOYMENT AGENCY
55 E. Washington, Chicago 2, Illinois

I NEED AN ART DIRECTOR
WHO CAN INSPIRE
OTHER ART DIRECTORS
The salary is open for this spot at a well-known agency. If you are the kind of guy I need, you aren't going to show me any samples of your work. Instead you'll tell me what's wrong (if anything) with an ad or two which we'll look at together, then show me what you think should be done to them. Also how you'd handle quick visualization of an idea or two at our interview. This is an unusual job for an unusual creative visualizer who can inspire several art directors and more than a dozen artists. I'd prefer someone with experience at a medium or large agency, but don't let that stop you if you've handled groups of men before. If you want a challenge and are willing to relocate, let me hear from you. Don't bother to apply unless you know how to get the most out of people without having to be too hard-nosed. Tell me why you **know** you can. You'll get an answer one way or another (in confidence) right away and we'll get together in Chicago shortly thereafter. Write to
Box 4151, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT—OFC MGR
ADVERTISING AGENCY
An outstanding opportunity for an accountant with advertising agency experience to step into a career and make himself an integral part of a rapidly expanding medium sized agency.
Box 4154, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR/EXECUTIVE, talented creative visualizer with administrative ability for progressive advertising agency. Someone with medium-to-large agency experience preferred. Will require relocation. Interviews will be in Chicago. Samples not important . . . quick on-the-spot stimulating thinking with layout pencil is. Excellent salary for man that qualifies. Write in detail.
Box 4152, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

"EVERYTHING I HAVE IS YOURS"
Ten yrs: sales-promotion-advertising-P.R. Handled: shows-direct mail-house organs Specs: 36 yrs.-M.B.A. degree-agressive Sales: hardware - electrical - plumbing - O.E.M.
ALL I WANT FROM YOU IS $12,000.
Mark Saville, 223 Ladbrooke Rd., Bryn Mawr, Pa.

POSITIONS WANTED

MEDIA MGR OR ASS'T
3 years media director leading consumer mfgr. 6 years medium-sized indus. agency. Exper. media plans -formal presentations to clients. Good speaker. N.U. Bus. Adm. grad. Employed. 34.
Box 4100, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.
Box 4055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE
LAYOUT & PRODUCTION
Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—
T. J. McLoughlin **MI 2-3655**
619 N. Michigan Ave., Chicago 11, Ill.

SPACE SALESMAN
Experienced—Trade Paper, Industrial & agency contacts, Metropolitan N.Y., & Mid-Atlantic states. Dependable, ambitious.
Box 4118, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL COPYWRITER
4 yrs. exp. with mfr. writing sales prom. & tech. copy on electrical devices; also exp. in publicity, co. mags. Knows production, too. Wants writing job with mfr. or agency. BS-Jour., age 30, family, vet.
Box 4131, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED GOOD SALESMAN?
Exp s/mgr seeks new connection. Broad bkgd in advg, sls, sls prom & direct sls, publ field. $10M salary or comm to start, or good incentive oppty.
Box 4153, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE
Presently employed as creative copy chief of leading corporation in charge of trade ads and varied consumer and sales promotion materials. 12 years' experience in publicity, community and public relations, print and broadcast advertising. Present earnings $12,000. Seeking more productive use of unusual combination of executive and communications skills.
Box 4133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Yng advtg man (28) wants job as ad ass't or ass't AE. Exprnced Display, Expositions, Promotion, Production. Travel or relocate.
Box 3448, Grand Central Station, N. Y. 17.

ACCOUNTANT
Agencyman 7 yrs . . MBA . . Controller type duties as principal or assistant . . Help in other agency work . . Relocate . . Resume—**2420 Indian Drive Palo Alto, Calif.**

ATTENTION
AGRICULTURAL INTERESTS
We wish to introduce you to "talent-plus" in farm field. Young man ready to step up. Thorough grassroots knowledge farming with special polish in livestock field. Experienced advertising, publicity, public relations. Skilled layout, copy, production, business letters, direct mail, organization. Employers term him creative, imaginative, new vitality. College grad. Good sense of humor, enlightening manner, but hardnosed on organization and output. Prefers situation "needs doing" opposed to "already done." Small organizations with big ideas, please inquire. Consider any locale, including foreign.
Box 4134, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATLANTIC CITY, N. J.—Advertising sales representation available.
"A to Z market familiarity.
Box 4135, ADVERTISING AGE
630 Third Ave., New York 17, New York

DESIGNER—LAYOUT ARTIST—ART DIRECTOR
Desires new creative challenge in studio or agency in Midwest. 5½ years Chicago studios—5½ years ad for printer—presently agency AD on national accounts.
Box 4136, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA PROMOTION
. . . is this copywriter's business. Starch Surveys, Audit Reports, Hooper and Pulse, turned into intelligible, dramatic sales values. May I show you?
Box 4137, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Retired man successful record selling newspaper, trade paper space desires connection not necessarily selling, newspaper rep or publisher. Met area.
Box 4138, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

MARKET PLANNING, all phases: market research; sales analysis; consumer, copy, motivational research; media analysis. 6 yrs experience project director. $12,000.
Box 4139, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING COPYWRITER
NY copy pro seeks creative spot w/agcy. Hvy exp cons/trade print. Knowl 1/0, prod. 29, single, coll grad. will tvl/reloc.
Box 4140, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR—PUBLICATION MANAGER
Strong on timely feature and news copy, production, cost cutting, promotion. Available now. Age 31. NYC only.
Jim Betts, 16 E. 77th St. NYC. YU 8-7399

ACCOUNT SUPERVISOR
14 yrs. Industrial agency experience. 10 yrs. acct. supervisor on $1,000,000 accounts. Former media director with extensive knowledge trade, general, financial & agricultural press. Strong marketing background. Good coordinator & administrator. 40-6' 1"-195 lbs.
Box 4141, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW YORK! FREE LANCE COPY BY
A copy woman, crack writer, award-winner, reliable producer of effective copy platforms, campaigns, merchandise programs. Real pro—can pitch in and help out with minimum briefing, editing.
Box 4142, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKET RESEARCH—Experience in Sales analysis, surveys. College Grad—Psychology major, statistics minor. $80. **Richard Spero, 2640 Davidson Ave., Bronx 68, New York**

SEEKS CHALLENGING OPPORTUNITY
Experienced sales promotion, public relations man, B.S. Marketing, age 34.
Box 4132, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
8 years of solid experience. Started as copywriter, advanced to product manager, presently assistant advertising manager of large well known manufacturer of consumer products. Ready to take the last, permanent step. Thoroughly familiar with all media. Young, married, BA
Box 4143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WASHINGTON PUBLICITY—Nothing impresses a client so much as making a splash in the nation's capital. Deane and David Heller, Washington's top publicity team, represent out-of-town ad or PR agencies in planning, executing Washington promotions. Excellent press contacts. Write the Managing or City Editors of any Washington newspaper about us. Spot promotions or retainer basis. Write:
Deane and David Heller
612 Ellsworth Drive
Silver Spring, Maryland

COPYWRITER
Journeyman writer with successful background in original persuasive selling copy in all media. Recently advanced to administrative position. Would like to return to creative work. 6 years writing experience. Married, BS.
Box 4144, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Illinois

"WRONG SIDE OF THE DESK"
Six years product management, sales promotion, advertising, research experience with consumer package goods manufacturer has been great. But now I want to get on the other side of the desk—with your agency. I offer sincere effort, high analytical ability and intelligence, ability to get along with people **and** to get things done plus those six years of experience on the "wrong side of the desk". Harvard A.B., M.B.A. Age 30, married.
Box 4115, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARCHITECTURAL
Building products man, 27, knows architecture. Seeks contact work with aggressive agency. Clean slate or absolute tops in field preferred.
Box 4156, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

N.Y.-Chicago-Los Angeles Space Reps
YOU CAN MAKE MORE MONEY
Representing this young, fast growing magazine in the booming boating/fishing/water sports field. Top coverage in one of boating's hottest areas. Attractive proposition if you can produce. Write, Wire or Call **Bill Connors, Gulf Water Sports Magazine P.O. Box 19162, Houston 43, Tex. HO 5-0598**

REPRESENTATIVES AVAILABLE

CREATIVE PUBLISHERS REP— Outstanding sales record. Can handle one more established publication. Chicago area.
Box 4145, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Illinois

Publishers Representative
Experienced Space Rep. seeks Industrial Publications desiring efficient representation in Mid-Atlantic Area.
Box 4119, ADVERTISING AGE
630 Third Ave., New York 17, New York

DETROIT SALES REP?
Looking for a mature guy with top contacts in Advertising, Merchandising, Sales Promotion, Graphic Arts and Purchasing? Twenty years in creative sales.
Box 4155, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Illinois

DON'T ANSWER THIS
—IF—
you are one of the rapidly diminishing group who still believes youth is more productive than experience. Today space buyers welcome constructive suggestions which experience provides. My background includes: agency research mgr.; sales mgr.; outstanding success selling space in north central states. If you need intelligently aggressive representation, let's get together. Presently employed.
Box 4092, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

PARTNER WANTED
for new T.V. advertising
ambition & some financing needed for on-the-spot televising—fashion shows, exhibitions, dept. store ads. New idea in close-circuit commercials requires no studio; offers great oppty for travel, exciting possibilities in a growing field.
Box 4146, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Illinois

FOR SALE
Special interest magazine with million plus circulation potential. Nearly 10,000 paid via pilot and experimental direct mail solicitation. Fine editorial acceptance. Needs established publisher with knowledge and ability to carry on broad mail and newsstand subscription campaign and to develop sound advertising program. Present operation restricted in company primarily engaged in other fields. Publication can be located anywhere in U.S. We invite investigation by principals or brokers. Write
Box 4147, ADVERTISING AGE
630 Third Ave., New York 17, New York

Wanted: Trade Publication. Write in confidence giving record of earnings. **Victor E. Bluedorn, 325 Hawthorne Blvd., Wheaton, Ill.**

OUTSTANDING SUBURBAN WEEKLIES for sale in major eastern metropolitan area. Price of $300,000 is less than gross, includes plant. Terms.
Box 4148, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agency Dept. 915 Broadway, N. Y. C. 10.**

25,000 PROFESSIONAL COMEDY LINES, stories, routines. Topical! Ideal for speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N.Y.**

GOING ABROAD
East 57th Apt. for rent. New bldg near Sutton, Doorman, 3½ rooms, electric kitchen. Terrific for single or couple of adv. gals or men of good reputation, who can afford $250 per month. Considered reasonable for this prestige area. Lease 1 yr to go and can be renewed. Available within 30-60 days. Walk to Madison Ave in a few mins and bus is at door.
Box 4150, ADVERTISING AGE
630 Third Ave., New York 17, New York

CATCHING THE 5:19
When the editorial people at Gebbie Press catch the 5:19 they don't read the paper on the way home—they read house organs. As a matter of fact, they live with house organs from dawn to dusk—and that is why they can probably help if you have a house organ problem. **Gebbie Press, 151 W. 48, NYC.**

EXECUTIVE SALESMAN

TO SELL MAJOR MARKETING PROGRAMS

UNUSUALLY HIGH EARNINGS

We seek a man, preferably under 40, for a top flight executive sales opening. The earning potential is extremely high and the caliber of the man must be equally high. He must be well educated, a creative and forceful salesman, and have broad interests and enthusiasms. Experience in intangible selling and marketing important, but less important than natural ability, imagination, integrity and drive.

We are a large, diversified service organization, leaders in our fields and still enjoying a healthy growth. Our operations are national. This opening is in the Los Angeles office. If you feel you measure up to this challenge, tell us about yourself. Replies held in strict confidence.

Box 27 R 813, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Wanted:

EASTERN SALES MANAGER
FOR METALWORKING BOOK

Who understands; can prove he has sold basic industrial markets.

Position: Open in growth industrial magazine for intelligent and experienced man (others: please—no).

Territory: Four major Eastern states.

Money: $10,000, plus; plus profit sharing to start.

Contact: Be awful *specific* in resume and send photo to Modern Metals.

Box 395, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT MEN . . .

GROUP . . . SMALL AGENCY . . .

If you're looking for a profitable affiliation . . . we're a dynamic young agency, (billing about $3 million) interested in working with productive professionals with billing . . . our hard core of top level writers, artists, marketing, media and production people are turning out sales producing advertising for top accounts . . . can do the same for your accounts. A fairly detailed letter will get an interview appointment. All replies confidential. Box 403, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

More Market Place ads on Page 178

The Advertising Market Place

the COPY shop
MU 3-1455
270 madison/ny 16

Copywriting Studio Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

james k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

DON HARRIS NEEDS:

ART DIRECTOR, for important Midwest agency, with no hunger for New York. Major-accounts experience. A pro with reserve power for unusually creative assignments. To 40 . . . . . $17-20M

REDEFINITION: PR Director, big company. All-around, plus special strength in employee communications, and labor-relations situations. Probably 35-45. A proved, mature, professional $15-18M

ART DIRECTOR, to 45, for biggest company in its big field, to supervise staff of up to 15, and purchase and approve all art. (Will approve art submitted by company's several agencies, also.) . . . $13-16M+

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

ACCOUNTS WANTED!
PUERTO RICO
New agency offers top service and creativity
Advertising Associates of P. R. Inc.
215 Larrinaga, Hato Rey, Puerto Rico

SCIENCE INTERPRETING AND ECONOMICS WRITER

This is a permanent and major position with an organization where creative instinct is encouraged. A wide variety of assignments preparing material for industrial and professional audiences. Originate informative, analytical articles for industrial, financial and technical magazines; prepare brochures, booklets, bulletins and speeches on technology-based subjects; interpret scientific and technical developments; work closely with technological specialists in developing interpretive descriptions of their research.

Science or economics graduate degree preferred and a minimum of five years' writing experience.

Please send your resume and samples of your work to: L. G. Hill

BATTELLE MEMORIAL INSTITUTE
505 King Avenue
Columbus 1, Ohio

available

● ADVTG.-SALES PROM. MGR.

Sales-oriented ad man, selling and administrative background. Create, produce, tie-in all phases of advtg.,-sales promotion to marketing-merchandising programs. Know market and product development, distribution, dist.-dealer promotions.

● AGCY. COPY-CONTACT EXEC.

Creative copy and marketing plans, service agency accounts, solicit new business. Former agency owner, 4-A acct. exec., on varied consumer and industrial products. Know media, art, produetion, agency management. 17 years experience, college, married. N. Y. area only. Fair salary for potential. Box 401, Advertising Age, 630 Third Ave., New York 17, N. Y.

PRODUCT—BRAND MANAGER
Midwest

We are seeking the services of an experienced Product or Brand Manager with a specific background in the Health and Beauty Aids Field.

This outstanding opportunity has been created by dynamic expansion into New Product areas and markets by one of the country's acknowledged leaders in this field.

We offer a liberal starting salary plus a full range of fringe benefits commensurate with a position in Marketing Management.

Reply in complete confidence including full details relative to experience and education. Please also include general income requirements.

Box 391, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Agency Executive with exceptional credits in General Advertising, Television and Public Relations, leaving Madison Avenue for permanent residence in Paris. Multilingual. Desires commission as company representative, talent scout, or assignment in commercial production. Lee P. Strahorn, YUkon 8-0568.

Box 398, ADVERTISING AGE
630 Third Ave., N. Y. 17, N. Y.

Our 49th Year

MEDIA DIRECTOR—with marketing approach experience . . . $12,000
COPYWRITER—ability to produce "sell" ads—midwest . . . 10,000+
ADV. ASST.—some prod. but mostly creative writing . . . 8,000
TIME BUYER—excel. oppty 4A agency . . . 8,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

COPYWRITER CHEMICALS

Congenial Chicago agency has major, permanent opening for creative, self-starting copywriter minimum 3 yrs. exp. chemicals, hardgoods. Must be flexible generalist who enjoys shifting swiftly, easily from print media to direct mail, news releases, house organ, misc. collateral. Spendable rewards will come fast for a hard driver who gets the job done! One page resume and photo, please, to:

Box 385, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

OUTSTANDING ADVERTISING OPPORTUNITY WITH LEADING NATIONAL FOOD MANUFACTURER

Rapidly growing Chicago company offers excellent career opportunity for qualified man. Applicant must have minimum of three years experience either with agency specializing in food accounts, or on advertising staff of food manufacturer. College degree required. This position offers bright future and good starting salary for energetic, creative man with proven administrative ability. Will report directly to Advertising Manager and be involved in all aspects of multi-million dollar advertising program. Please send full resume including current salary to *Box 397, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.* All replies will be held confidential.

Fine-Screening Speeds Hiring

Experienced in every phase of advertising, Bolton's careful study of positions and applicants often brings them together as handily as a brand new zipper. The Bolton man is geared for the job—or isn't sent.

WILLIAM BOLTON ASSOCIATES
1243 Western Saving Fund Building
Philadelphia 7, Pa. Kingsley 6-1330
Service Nationally

Interested in New Agency Association

CREATIVE DUO

with remarkable record of advertising successes for nationally-known multi-million dollar accounts. In their 7-year collaboration they have moved *tons* of leading cosmetics, package goods, beverages, foods. Their specialty—*complete* campaigns, from the initial creative analysis thru sales-idea, thru client approvals, thru writing, production of TV, Radio and Print. All communications received in strict confidence. Write us!

BOX 394, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE WANT A MAN

With agency experience who is really adept at creating sales producing ad campaigns, direct mail programs, literature; who thinks clearly, organizes well, starts without a push; who works easily with A.E.'s and clients; who is interested in writing as a career and wants to put his roots down with a creative 42-man agency heading for the $3 million mark this year. Big order? We don't think so—we have men of this calibre now. But we'd like to have one more before the start of the year. If you think you fill the bill, write and give us your reasons why. You'll hear from us right away—and who knows, maybe we'll get together.

Howard Swink
Howard Swink Advertising Agency, Inc.
372 E. Center Street, Marion, Ohio

MULTI DIVISION "BLUE CHIP" SEEKING

DIRECTOR MARKET RESEARCH
Organize new department for consumer-industrial market/sales forecasts and analyses, determine project methods/facilities, coordinate with agency, other research groups.

ASSISTANT STAFF PLANNER
Corporate planning for product development, new fields. Evaluate sales/marketing forecasts on divisional activity, through experience in research, investment and profitability analyses.

Both offer high 4 figures. Prefer 30-40 year old, MBA (mktg.-econ.) with consumer-industrial experience plus strong articulate personality for top management contact. Resumes, confidentially, of course to:

MELBA OLIVER
Specialized Personnel Service, Inc.
1229 National City Bank Building, Cleveland 14, Ohio

OPPORTUNITY FOR ADVERTISING AND SALES PROMOTION MANAGER

One of our clients is offering a splendid opportunity to an experienced advertising man who is heavy in sales promotion.

Of course, he should have a background in administering the budget and directing the advertising and literature programs. But most important, he should have successful experience in developing and supervising promotion and merchandising programs through the wholesale and retail trades.

If you have had this experience, particularly in hard goods, write, giving complete information in first letter.

The company is a nationally known leader in a fundamental industry. Its aggressiveness offers abundant opportunity.

Write in confidence to **Geyer, Morey, Madden & Ballard, Inc., 931 Third National Bldg., Dayton 2, Ohio.**

Established Printing Brokers in New York Area

THE BEST GRAPHIC ARTS FACILITIES IN THE SOUTH OFFERS

COMPLETE FACILITIES UNDER ONE ROOF
FOR YOU AND YOUR CLIENTS

50,000 SQ. FT. OF MODERN PRINTING FACILITIES, HOUSING: TYPE DEPT.—CAMERA DEPT.—JOB PRESS DEPT.—CYLINDER PRESS DEPT.—OFFSET PRESS DEPT. ART DEPT.—COMPLETE BINDERY

SELL IN YOUR MARKET
BUY IN OURS

EXCLUSIVE REPRESENTATION
Available in the New York area.

Our Company is backed with 53 years of experience. Our employees are trained to turn out QUALITY work for you. Our operation is geared for ECONOMY. Interested? We'll meet you to discuss details.

Box 393, Advertising Age, 630 Third Avenue, New York 17, New York

IF you are a young man (25-35) interested in an advertising career in a major industry, and have some solid general experience in advertising and sales promotion with an agency or company:

IF you can accept responsibility in radio and TV commercial production and evaluation, print media, co-op programs, merchandising, administration and planning:

IF you would like to live in a small (35,000 pop.), friendly mid-west city and grow as a member of the advertising/sales promotion department of an aggressive company, at a salary based on ability and experience:

Send a brief resume, recent photo and salary requirements to:

Box 392, Advertising Age
200 East Illinois St.
Chicago 11, Illinois

INDUSTRIAL AGENCY ACCOUNT EXECUTIVE

Established Chicago AAAA industrial agency has position for top-flight account executive with a successful record of handling accounts in the six-figure bracket. Must be capable of conceiving, presenting, and executing complete advertising programs. Should be strong on copy and creative ideas. Electrical background desirable. Send complete information including age, education, past experience, and salary requirements. Box 402, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FAST-GROWING AD AGENCY SEEKS 3 FAST-GROWING YOUNG EXECUTIVES

Asst. Account Executive—with food experience to work on an account which not only is a major factor in its industry today but has huge growth potential. The man who qualifies for this position can move up fast.

Merchandising Man—alert, resourceful, idea man whose major experience is in moving products through food supermarkets.

Copywriter—young "pro" with agency experience and creative flair to write radio, TV and print on a variety of top accounts.

Mail complete resume to: Rowland Laughlin, Exec. V.P.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1, Ill.

THERE IS A DIFFERENCE!*
ARTISTS—$10,000.00 to $15,000.00 yr
Lettering Spec. Head Staff of 8.
Layout Artist .....$8,000.00 yr
Yg Man with Math Degr. ....$425.00 Mo.
Copywriter-Trainees (B.A. Jour.)
$375.00 Mo.
Many Other Jobs Available
Advertising Personnel for 25 years
* f. w. BARNHOLDT & Associates
185 N. Wabash Ave., Chicago 1, FR 2-0115

YOU? A DARK HORSE AGENCY?
Need advertising-sales promotion help? Want the extra of woman's perception? Like a catching positive outlook around? Then you're an agency of another color! Send for resume, samples, references. You'll find some way to afford me!
Box 396, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Agencies . . Ad Managers . . Art Studios:
GOT A HOT JOB
THAT NEEDS COPYWRITING?
Douse the fire quickly, expertly, with part-time advertising aid!
Call HOLDEN
AV 2-3367 (Chicago)

IMMEDIATE OPPORTUNITY
Advertising Agency Business Manager required for fast-growing agency with offices in New York and Chicago. This man will be located in the Chicago office, reporting to the President of the agency. Experience necessary in accounting and internal procedures of all departments. Extraordinary opportunity for young man in middle 30's who wants to progress rapidly from a prior experience in agency accounting or service departments. Salary open. Reply Box 399, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING SALESMAN
For dealer-consumer trailer magazine, a leader in its field. Must be well experienced and energetic—strong on sales with ambition to rate advertising manager's position. Headquarters are in Chicago. Must be willing to travel five state area most of the time in the beginning—50% of time later on—and to attend industry conventions. Salary is commensurate with successful sales background and proven ability within the organization. Woodall Publishing Company, 121 W. Wacker Drive, Chicago, Ill. Phone Franklin 2-9281 for appointment.

MEDIA PROPERTIES FOR SALE
Broadcast Stations

nn	single	daytimer	$ 62M	cash
	single	fulltime	175M	29%
l	medium	daytimer	185M	29%
	medium	regional	230M	terms
sh	metro	lkw-D	85M	terms
lif	metro	FM	49M	10 yrs
	major	250w	250M	terms

Newspapers

	semiweekly	$75,000	terms
xas	weekly & Job	22,500	terms
aho	small daily	125,000	terms

Trade Journals

N.C.	$17,500	terms
N.J.	15,000	terms

AUL H.
HAPMAN COMPANY
ase address:
82 W. Peachtree St., Atlanta 9, Ga.

8000 DOCTORS READ
THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.
Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

COPYWRITER
We like our work, our pay, our future. If you like to write industrial and consumer ads—and do it well—we may have work and pay and future for you.
We need a copywriter who can learn products and markets readily, work in a team when planning campaigns, take over on copy as one of four writers, backstop account men.
One of three offices of a growing $12,000,000 agency, we offer fringe benefits like stock, incentives, insurance. We offer you a high four-figure salary. What do you offer? Write in confidence—airmail—to:
Copy Supervisor
The Rumrill Co., Inc.
10 Lafayette Street
Buffalo 3 New York

Advertising and Promotion Manager
Major national producer of packaged consumer goods seeks ambitious younger man for top divisional advertising and promotion position.
Requirements include:
• Proven ability to develop and administer advertising and promotion budget in excess of one million dollars.
• Five years packaged consumer goods experience in well-run advertising or sales promotion department, or advertising agency.
• Specific knowledge in evaluation and use of media, advertising research, and market planning.
• Present earnings of $10-12,000 per year.
This position offers exceptional opportunity for broad marketing experience and responsibilities.
Reply in confidence stating present position, qualifications and current earnings. Box 400, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Advertising Is a 'Bastard Art'—and Lots of Other Things—'London Times' Finds

NEW YORK, Sept. 20—Advertising is a remarkable wedding of product ideas. It is a "bastard art." It is creation by committee. Its creation is unbelievably restricted. It attracts a much better grade of practitioner. It has incurred the ire of the Left. It improves taste. Its practice is improved as American techniques are adopted.

These are observations on advertising culled from a special article in the *London Times Literary Supplement* of Sept. 9, dealing with "The British Imagination." The article's principal preoccupation is with the method of getting products, organizations and idea men together, and it is surprisingly kind to both advertising and to the influx of American advertising techniques.

■ Here are some quotes:

• "Advertising is only a sort of bastard art, and there are more restrictions on it than on art itself. It is impossible to understand how imagination can operate in advertising without knowing what the most important of the restrictions are . . .

• "First . . . the man who 'creates' an advertisement is stuffed, like a Strasbourg goose, with what he must use. Before he begins, it has already been decided . . . what his advertisement will offer, and to whom, and what form he will use. . .

• "Next remember that advertisements are not usually created by single imaginations but by committees.

• "What robs the imagination of most force, however, is something that at first might be thought to give freedom. Nobody knows when or why an advertisement is successful . . . There is no esthetic flummery about an advertisement's being an object which is true to itself. It is a means to an end; the end is to sell the product advertised.

• "Imagination in advertising, then, is first compressed into forms and set to express messages which it does not itself choose, then driven to justify and compromise what it has produced. And, lastly, having been given a task is told that it will never know whether it has succeeded in that task. We cannot be surprised that the stereotype of the agency man is either apathetic or alcoholic or both."

■ However unattractive this career might appear, "more young men and women with good arts degrees are choosing advertising than the profession can accommodate—expanding as it is." While advertising in the 1930s was neither intellectually nor socially respectable, it now seems agencies can command debutantes as secretaries and the sons of peers as contact men, and that bright young economists and researchers flock to agencies. They are drawn by money ("it is becoming known as a profession in which one can get rich quickly") and power.

The power is a delusion, the *Times* says, because "the restrictions are too great; the effective practical power of advertisements is small and ill-directed; the Law of Human Inefficiency begins to operate long before we can all be turned into zombies."

■ The ideal creative man is pictured as a group head who "can think in words and pictures, in space. . . . and time" and is "sensitive to sociological change and psychological stress; he must grow constantly, but never old; he must have a novelist's empathy, a dramatist's ear for the rhythms of common speech, a poet's ability to concentrate meaning into a single phrase, a politician's enjoyment in managing committees. He must be without anything important of his own to say, and hold, as far as it is possible for a human being to do so, an amoral view of life. He does not, so far as we know, exist, and we may be glad of it."

Nevertheless, "imagination in its purest sense may be defined as the power which appreciates connections where none were appreciable before. In advertising it is a rare but necessary quality."

■ The review goes on to say that British advertising is learning from American advertising, and to say rather scathingly of British advertising 'that it has two advertising traditions, "one of which is pernicious. This is the 'whimsical' tradition, most common during the 1930s, but still to be found. It is self-indulgent advertising—a kind of middle-class private joke, apparently designed to amuse the advertiser and his client . . ."

The other tradition is "more respectable"; that of telling a story "when there is a story to tell." This tradition "may be distrusted by the Americans (who are better at telling a story where there *isn't* a story to tell) and despised by the French, but it is still the best way to advertise proprietary medicines . . ."

The review takes a hopeful view of a documentary style of British advertising now emerging, and says, "If we can get rid of the Schweppeshire Guide in us, we may yet be able to develop it." #

DESIGNING—*Westinghouse ran this ad in the Sept. 19 New York Times to promote its exhibit of "furniture tv and stereo" at the National Design Center. The photograph will be a familiar one by the end of November since it will be used repeatedly in trade ads.*

New Westinghouse Drive Sells TV Sets as Furniture Items

NEW YORK, Sept. 20—The design's the thing from now on at Westinghouse Electric Corp.'s tv-radio division. "A newly designed world of home entertainment" is the theme of the division's current promotion, which aims at getting its tv-stereo-radio-phonograph line known as a furniture line designed to fit the decor of any room.

Two years ago the company started introducing "higher design" products, which not only performed well, but which were housed in cabinets well designed as furniture. Four design lines were introduced in all price categories: contemporary, traditional, early American and Provincial. This year, a far eastern line is also being added.

The promotion of these lines is two-pronged: For the male consumer, the technical efficiency of the products is stressed; but to sell his spouse, the emphasis is placed on the design of the products and how well they look in a room.

■ To illustrate dramatically just how well these once "boxy" appliances now blend into high-style rooms, the company is sponsoring 20 room settings in an exhibit at the National Design Center here. The company has asked seven well-known interior designers to create room settings around specific Westinghouse sets, using furnishings from 30 companies. The rooms range from an Early American one-room apartment to an elegant French Provincial bathroom for tv at every hour—even bathtime.

For this exhibit, the company has taken all the windows at the design center as well as the major interior display areas. The exhibit, which is the largest to be sponsored by one company at the design center, is scheduled from the end of August to the end of September.

The display is more than a New York event, since it sets the example for similar promotions by Westinghouse dealers across the country. The company has prepared a dealer kit which outlines just how a dealer can set up his own room settings by tying in with top furniture makers in department stores.

■ The kit includes a variety of promotional material, including suggestions for ads and commercials, direct mail pieces, and traffic building displays, as well as floor plans for all the Westinghouse room settings at the design center. The dealer is further advised to always display the Westinghouse products with furniture, and display them fully accessorized.

The room settings at the design center are also the subject of a number of trade ads in *Home Furnishings Daily, Mart, Interiors,* and *Interior Design.* About 75% of Westinghouse's trade ad dollars this year will be spent between September and the end of November.

The design theme will also be reiterated on tv commercials on Westinghouse's "Presidential Countdown" (CBS-TV) and also on the CBS-TV coverage of the election night returns. At the beginning of the year, the design campaign will be broadened.

Grey Advertising Agency handles the account. #

Design Newspaper Ads with Readers in Mind: Harper

CINCINNATI, Sept. 20—Advertisers waste a lot of money by not using the proper type of advertising in newspapers, according to Paul C. Harper Jr., exec vp of Needham, Louis & Brorby, Chicago.

"A large number of us who write copy for newspapers do not recognize the peculiar requirements of this powerful medium, and therefore do not capitalize on its power," he told the Cincinnati Advertisers Club last week. "We do not write for the newspaper reader, we do not design for him, we do not meet the mechanical requirements of the papers themselves—and as a result we waste money, lots of it."

Mr. Harper said newspapers "provide the most competitive environment possible for an advertising message," since studies indicate that while it would take five hours to read a 30-page newspaper completely, the average reader spends only 4.12 hours per week reading newspapers.

■ "If our ads are to get noticed at all, they have to have high attention value," he said. "If they are to be read to any significant extent, they have to be interesting and easy, quick and direct.

"And since we can't count on complete reading, ever, our ads also have to say who we are quickly and directly. Otherwise, no one is ever going to remember that they ever saw our ad."

Mr. Harper also advised that the size of the newspaper ad should be determined after the ad is written and laid out.

"You can't cram the world into eight column inches," he said. "It's just as foolish to commit yourself to a page before you're sure you can fill it." #

Y&R, Toronto, Names 3 VPs

Young & Rubicam, Toronto, has named Philip N. MacKenzie vp in charge of art services; W. Hugh Clark vp in charge of English radio-television; and Gaby Lalande vp in charge of French radio-television. They are all stockholders of the company and have been appointed to the agency's executive committee. Mr. Lalande also is head of French creative services in Montreal. Mr. Clark joined Y&R in 1956 as director of radio and television. Mr. MacKenzie is head of the agency's print and television art department.

Hooven Names Fox Exec VP

Robert W. Fox, formerly sales development manager, has been appointed exec vp of Hooven Letters Inc. and Hooven Lithograph Co., New York.

Industry Notables Gather at Audit Bureau Meeting

ABC BOARD MEETING—*Pictured at a recent meeting in Cleveland of the board of directors of Audit Bureau of Circulations are* 1. *Arthur Dixon, ABC counsel;* 2. *James N. Shryock, ABC president and managing director;* 3. *William R. Farrell, Monsanto Chemical Co. and ABC board chairman;* 4. *Thomas B. Haire, Haire Publishing Co.;* 5. *W. E. Boberg, The Farmer;* 6. *H. H. Rimmer, Canadian General Electric Co.;* 7. *James F. Devine, ABC staff;* 8. *Russell Z. Eller, Sunkist Growers Inc.;* 9. *Richard J. Babcock, Farm Journal;* 10. *John H. Platt, Kraft Foods;* 11. *Kenneth Laird, Tatham-Laird;* 12. *John C. Preston, Expositor, Brantford, Ont.;* 13. *S. O. Shapiro, Cowles Magazines Inc.;* 14. *W. D. Littleford, Billboard Publishing Co.;* 15. *George C. Dibert, J. Walter Thompson Co.;* 16. *Robert W. Boggs, Union Carbide Plastics Co.;* 17. *Walter P. Lantz, Shulton Inc.;* 18. *Carleton Healy, Hiram Walker Inc.;* 19. *Harold Shugard, St. Paul Dispatch and Pioneer-Press;* 20. *Richard C. Steele, New York Herald Tribune;* 21. *William C. Sproull, Burroughs Corp.;* 22. *Sidney W. Dean Jr., McCann-Erickson;* 23. *H. H. Kynett, Aitkin-Kynett Co.;* 24. *Unidentified reporter.*

New Nielsen Service to Cover Magazines, Supplements, TV

NEW YORK, Sept. 21—A. C. Nielsen Co. this week took the wraps off its print-tv audience measurement service to be offered on a continuing basis starting next February (AA, Sept. 19).

Called the Nielsen Media Service, this new tool, which has been in development for about two years, is designed to measure magazines, Sunday supplements and tv audiences in the same national panel to show the audience reached by the advertiser using a media combination. The aim—to help the advertiser decide on the most effective media combination.

As now planned the service would include:

- A yearly report on the total audiences of this subject-to-change list of 12 publications—*Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, The American Weekly, The Saturday Evening Post, This Week Magazine* and *True Story.*
- Complete Nielsen television index data.
- Special reports on the audience reached by a combination of magazines, supplements and network tv programs.

■ The findings will be based on a 2,500 home panel. For the purpose of this report the magazine audience will be defined as "the number of homes and adults reporting having read the average issue of the magazine." This will be determined through the use of the personal interview-interest technique, with each adult in the home, 18 years old or older, interviewed individually.

The tv data will be obtained from the same panel. There the raw data will be obtained by use of Nielsen's Audilog-Recordimeter technique. The Audilog is a closed end diary; the Recordimeter is a gadget used to verify the Audilog entries and to remind viewers to keep the diary up to date.

The usual Nielsen tv audience standards will be followed in this service. A home becomes part of the audience when its tv set is on and tuned to a particular station. Tv audience data are available in terms of total audience (homes tuned for six minutes or more) and in terms of the average audience (homes reached during the average minute of the program).

■ Henry Rahmel, Nielsen exec vp and broadcast division manager, told reporters that publishers will have a choice of buying the full magazine package or subscribing to the service with the tv information included. The research company, which already has conducted a full-scale pilot of this new technique, is offering the service to advertisers, agencies and media.

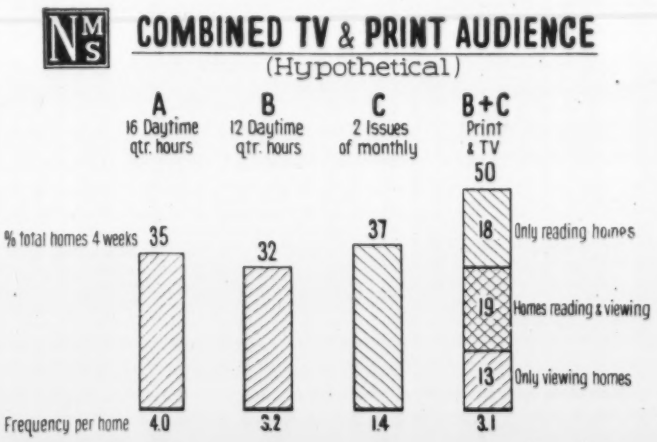
Customers already signed include *Life*, Maxon Inc., J. Walter Thompson Co., Chrysler Corp. and Westinghouse Electric Corp. Mr. Rahmel did not announce rates for the service.

For a large advertiser or agency which already subscribes to the Nielsen tv index, the new media service reportedly will cost under $5,000, the figure depending on discounts, the size of the subscribing company, etc. For publishers the fee is considerably more; in several cases, it will be close to $100,000.

■ Mr. Rahmel said that the new service had been developed after a number of clients had indicated that they were interested in getting multi-media information from Nielsen. He said the company is contemplating getting into other areas of print measurement.

In answer to a question, Mr. Rahmel revealed Nielsen does have plans for measuring audiences for magazine ads. Such a service, he said, might cover audience to advertising, page exposure, etc. Preliminary studies with this type of measurement in mind are going on now, he said, but he added that he did not know when such a service might be started.

■ The Nielsen press conference evoked memories of the abortive Advertising Research Foundation project. This proposed magazine audience study fell through because the publishers would not put up the money for it. Reference to this bit of research history was made by Dr. Darrell B. Lucas, Nielsen consultant, head of the marketing department of New York University and technical director of ARF, who said the "blocking of the ARF project in no way diminished the need" which that project was designed to meet. He spoke at the press conference to present background information on the development of magazine audience research over the years. #



TV PLUS PRINT—*In Column A, 35% of all U.S. homes viewed at least one quarter hour of the 16-hour schedule, with the average viewing four in the course of the four weeks. In Column B, the make-believe advertiser cut his schedule, then proceeded to use the money—as indicated in Column C—to buy two issues of a magazine. These two issues drew a magazine audience of 37% of all U.S. homes, with the average home reached by 1.4 copies. The last column shows what the advertiser gets with his combination buy.*

Traders Names Lovick

Traders Finance Corp., Toronto, has named James Lovick & Co., Toronto, to handle its corporate advertising. Walsh Advertising handles consumer advertising for Traders, which has not previously been a corporate advertiser.

'Golf Digest' Hikes Rates, Guarantee, Marks 10th Birthday

CHICAGO, Sept. 20—*Golf Digest* which is marking its tenth anniversary *(see photo on Page 169)* has announced increases in it rates and circulation base and th appointment of William H. Jac to fill the new post of promotio director. Mr. Jack was formerl promotion manager of *Aviatio Week.*

Golf Digest's one-time b&w pag rate will go from $780 to $1,04 effective with the March, '61, issu The new rate reflects a circulatio guarantee increase from 140,000 fo 1960 to 150,000 for 1961.

Starting virtually from scratch the magazine, founded by Bi Davis, then a salesman for WGN TV, Chicago, who later was joine by Jack Barnett, then with Tho Corp., and Howard Gill, at th time ad sales manager of *Chicag Electrical News,* has grown to book with a scheduled 345 page of advertising in 1960—a 22% in crease over the 282 pages it ca ried in 1959. Mr. Davis now head the magazine's New York offic Mr. Gill is now publisher and edi tor. Mr. Barnett, now with ADVER TISING AGE, retains an interest i the publication. #

Sherry Joins Weiss Agency

Henry I. Sherry has joine Edward H. Weiss & Co., Chicag as an account executive on th Mogen David wine account. H formerly was account executiv and new business man of Jone Frankel Co., Chicago.

Buchen Names Two VPs

Buchen Co., Chicago, has name Donald A. Clineff, executive a director, and Stanley C. Paul, ser ior art director, vps.

Dodge's Moore 'Cringes at Charges,' Then Blasts Off with Some of His Own

(Continued from Page 3)

in nonsensical superlatives, phony comparisons, half truths, mis-direction, emotional double-talk, and outright lies in ad copy is, in the end, expensive.

"Blemish truth in your personal life, and you may, if you are fast on your feet, outlive it. Do the same thing in advertising and you most assuredly will die a lingering and hideous death. When you play light with truth in our business, your audience numbers in the millions. And where half a dozen people might forget or forgive your transgression, millions never do."

Taking a "stroll down advertising alley," Mr. Moore observed, "Let's look at mediocrity. Let's see why our corporate image is becoming unincorporated.

■ "You may recall a recent Firestone tire ad. It was a big, black, full-page newspaper ad with a headline that blazenly screamed, 'The Greatest Tire News Ever!' And do you remember what the news was? Firestone tires were being offered at a new low price. This flagrant use of nonsensical superlatives won't fool a soul. Lux soap made the same senseless boo-boo when they said: 'This may well be the most important beauty announcement you will ever read'."

Citing another tire company, General, with its "Dual 90's," Mr. Moore said it "beat its breast with a full-page magazine ad proclaiming its product to be 'the only tire built of indestructible Nygen cord.' Now this may be true, assuming that Nygen cord is a trade name—probably made by General—and no other manufacturer uses it. Then, the ad's body copy goes on to say unequivocally, 'This is the most outstanding tire you will ever use.' I suspect they would get fair country argument from several other tire makers. There might also be an occasional consumer who would take these claims with a grain of salt."

Commenting on the Maidenform ad which said, "I dreamed I was a medieval maiden in my Maidenform Bra," he said: "This is, I assume, one of those 'empathy' headlines. Women are supposed to read this, then imagine themselves as medieval maidens. Somehow, this rather retrospective dream sequence is supposed to motivate a dash down to the nearest brassiere counter."

Mr. Moore thinks "Eastman Kodak also does some fancy preening in their ad which says 'Persuasion Is The Essence of Advertising—Photography is the Essence of Persuasion.' Matter of fact, it's a double presumption. First of all, although I sincerely believe a good ad should do its share of persuading, I don't believe you can call it the essence of an ad. And in the second place, the verb, 'to persuade,' and all its cousins, are dirty words right now, and should be left out of advertising copy. There are those who say 'one picture is worth 10,000 words,' but I know some mighty competent copywriters who will give them a helluva argument."

For the phrase "At a Price Far Less than You'd Expect to Pay," he had this comment: "Let's face it, gentlemen. There are millions of consumers who can remember the so-called good old days when they paid prices far less than they are paying today. We at Dodge would be foolish to say this to an audience that still can remember when they plunked down $900 or even $1,500 for a brand new automobile. And they would still like to pay those prices. But why remind them?"

Turning next to the Schlitz jingle, "Know the Real Joy of Good Living," Mr. Moore wondered what had happened to other "joys," like coming home to play with the children, home-cooking, mother love, and a few others, "that never can be replaced by a bottle of beer, Schlitz or otherwise.

"And how about those Chef Boy-Ar-Dee ads which claim 'A meal in a minute.' Hell, it takes that long to open the can."

■ Mr. Moore said these ads, and others mentioned, show that "if there is any one area where we have fallen down, where we have missed the boat, where we have struck out, it's the area of believability.

"Consumers don't believe because they can't swallow obvious exaggeration, and because they haven't been given an honest, understandable reason why your product is what you claim it is," he said.

He chided the auto industry for its use of devised private names to describe many car components. "An engine is an engine, a carburetor is a carburetor, and a spark plug is a spark plug." And in other fields: "Why call a kitchen a culinarium? Why call an egg-beater a food-mixer? Why call a couch a Divano-letto-sleepo-matic? What's wrong with a spade being a spade?

"It's time to write brighter, shorter, tighter copy. Honest, sincere stuff. Facts, not fancy." #

Diamond Walnut Growers Set Big Fall Campaign

A concentrated Sunday comics campaign in 136 newspapers in 116 cities will kick off the 1960 fall advertising program of Diamond Walnut Growers Inc., Stockton, Cal., with October-November insertions. The promotion will be backed by special point of purchase materials and publicity, with special trade ads scheduled for *Supermarket News* and additional regional trade magazines. Educational ads also are slated for the October issues of two home economics magazines, and key markets will be covered during the fall period with special publicity, including cooperation with food companies.

Nestle Co. advertising and publicity tie-in is set for November, with special trade support planned by both Diamond and Nestle. In December, holiday page ads are scheduled by Diamond for *Better Homes & Gardens, Good Housekeeping, McCall's* and *This Week Magazine*. A total of 75 top markets will also be covered during November and December with a local spot radio campaign. Agency for the Diamond Walnut Growers is McCann-Erickson, San Francisco; the publicity program will be directed by the agency's CCI division, Communications Affiliates.

R.I. Will Distribute for ABC

ABC Films Inc., New York, has signed an agreement with R. I. Films Ltd., London, under which the British company will distribute ABC's television films in European markets. R. I. Films is a division of Robin International.

'Western Plastics' Joins NBP

Western Plastics, published by Western Business Publications, San Francisco, has joined National Business Publications as its 208th member.

Hussey Williams Brennan Elkins McQueen Olson Koretz

WANTED—*Steve McQueen, star of the tv show, "Wanted, Dead or Alive," exhibits the sawed-off Winchester rifle he uses to executives of Kimberly-Clark Corp., sponsor of the show, and its agency, Foote, Cone & Belding. They include John Hussey, FC&B account supervisor for Kimberly-Clark; J. B. Williams, brand manager, Kleenex tissues; Tom Brennan, FC&B broadcast supervisor for Kimberly-Clark; Hillard Elkins, Mr. McQueen's manager; E. A. Olson, general manager, advertising and promotion, Kimberly-Clark, and Robert Koretz, FC&B senior vp.*

Donnelley Adds 5 Gillette Books to Publishing List

CHICAGO, Sept. 20—Reuben H. Donnelley Corp. yesterday bought Gillette Publishing Co., publisher of five business publications in the highway, heavy construction and maintenance fields. The purchase price, ADVERTISING AGE learned, was between $1,500,000 and $2,000,000.

The publications acquired by Donnelley include *Caminos y Construccion Pesada, Roads & Streets, Rural Roads, Street Engineering* and *World Construction*. Total advertising revenues of the five publications are more than $1,500,000 yearly.

Halbert S. Gillette, vp and assistant publisher of the Gillette company and grandson of the founder, will continue to supervise the operation and no personnel changes are planned at this time, Donnelley said. The acquiring of the five Gillette books brings to 23 the number of business publications published by Donnelley.

■ The Gillette company was founded in 1906 by Halbert P. Gillette, who died two years ago (AA, June 23, '58). The company was sold to Donnelley by Mrs. Winifred Gillette, his widow, who was majority stock holder; E. Scranton Gillette, son of the founder who is president of Scranton Publishing Co., Chicago, and Mrs. Louise Forsythe, daughter of the founder. They were the only stockholders.

A family dispute developed in 1953, when E. Scranton Gillette left the company to organize Scranton Publishing Co., taking with him *Water & Sewage Works*. A legal battle over H. P. Gillette's estate was settled about a month ago in a California court, AA was told. #

Warden, Kelley Adds Account

Super Market Publishing Co., New York, has appointed Warden, Kelley & Allen, Chicago, midwestern advertising representative for *Super Market Merchandising*. At the same time other changes in the publication's advertising sales network include the appointment of Murray Bernhard Associates, New York, for New York state and New England, replacing Meade & Co., Boston, and Blanchard-Nichols, Atlanta, for the states of Tennessee, Kentucky, Virginia and West Virginia.

Capitman Hits Dichter Claims for Motive Research: My Views Distorted, Says Dichter

NEW YORK, Sept. 21—The motivation researchers were squabbling among themselves again this week.

William Capitman, president of the Center for Research in Marketing, Peekskill, N. Y., journeyed to Detroit to deliver a blistering attack on his old mentor, Dr. Ernest Dichter, whom he accused of indulging in "megalomania."

Dr. Dichter, president of the Institute for Motivational Research, Croton, N.Y., fired back a retort today. He accused Mr. Capitman of distortion.

Mr. Capitman, who worked for Dr. Dichter before going into business for himself, told the Detroit chapter of the American Marketing Assn. that he wanted "firmly and unequivocally to disassociate myself" from Dr. Dichter's newly published book, "The Strategy of Desire" (AA, Sept. 12).

■ Describing Dr. Dichter as "one of our eminent competitors," Mr. Capitman charged that the Dichter point of view "is not only incorrect, but likely to do very dangerous disservice both to the entire field of social science research, and to the companies which employ it." He gave these reasons:

1. Social science does not show that the public can be manipulated at the will of an advertiser: "People respond to their needs—and not simply your desires . . . The successful advertiser does not attempt manipulation but rather, through social science, to meet fully the needs of his market."

2. People can tell the difference between truth and falsehood: "You cannot convert a sow's ear into a silk purse merely by saying that it has been transformed by the use of hexachlorophene."

3. "I do not believe that people are basically irrational, or that actions are based entirely, as the author states, on irrational motivation."

4. "I do not believe that any thinking human being can possibly accept the idea that all problems are narrowly psychological in their basis."

5. "I do not sneer at statistics."

6. It is "presumptuous" for market research to try to solve all the world's problems: "For any one man to perceive the world as persuadable robots, and himself as the sole capable persuader, is a form of megalomania in which I prefer not to indulge."

■ Informed of Mr. Capitman's remarks, Dr. Dichter told ADVERTISING AGE:

"Capitman's motivation: Obvious.

"For an answer, read the book."

The world's most celebrated motivation researcher added that he simply didn't utter—and doesn't believe in—the statements attributed to him by Mr. Capitman.

As an example, he pointed out that his book does not state that "people are basically irrational." What it does state, he said, is that "people are both rational and irrational," and that it is only irrational to assume that people are always acting rationally.

■ Dr. Dichter also told AA that he has written a letter to the *New York Times* replying to the uncomplimentary review of his book by John Keats.

This letter, he said, attacks authors like John Keats and Vance Packard as the "morality hucksters." He said these new social critics "are making a good living beating us with their royalty checks." He depicted them as "hypocrites who take a cool drink from their 1961 refrigerator produced by the 'waste makers.'"

(For story on Mr. Packard's "The Waste Makers," see Page 114.)

■ After "disposing of Dr. Dichter," Mr. Capitman went on to devote the major portion of his talk to Detroit's problem in selling cars.

He suggested that the automobile industry is not meeting this problem effectively because it has not paid adequate attention to marketing questions such as "the relationship between an advertisement and the purchase, if any."

Mr. Capitman said Detroit failed to recognize "the revolt against American automotive design," because it does not "have a strategic ear to the consumer ground."

And he added:

"The automobile industry, which used to lead the consumer in new directions, has now reached the point where it is in a consistent state of lagging behind. It will take a marketing orientation on the part of top management and a strategic use of market research to enable the corporations to catch up." #

'Giant Retailing' Era Predicted in Doyle Dane Study

NEW YORK, Sept. 20—The big retailer will keep right on getting gargantuan—and the day of the independent is still on the wane—according to Doyle Dane Bernbach's Study No. 14 on Basic Merchandising Trends.

Directed by E. B. Weiss, the agency's director of merchandising, the new study predicts marketing strategy for 1961-'65. It foresees an accelerated merger trend which will be larger among retailers than among manufacturers in the next five years. Among the predictions:

1. This era of giant retailing will be earmarked by topsy-turvy distribution, with most mass retailers by 1965 becoming "department stores" of a type. The food super will combine the features of the department store, variety chain, drug chain and discount chain.

2. Variety stores will trade up to the point of competing with department stores and will become major advertisers. Discount houses will soon be national discount chains with controlled brands, wide classifications of products, credit, etc.

3. Department stores will be expanding into food, boats, swimming pools, prefabricated houses—maybe even small cars. Even the gas station will become "a major retailer or non-automotive lines."

This giant retailing will lead to a committee system of buying, where the manufacturer's salesmen rarely come into contact with the executives who make the buying decisions. This means reorganization of selling departments with more reliance put on advertising and merchandising to do larger parts of the selling job.

■ Merchandising in the next five years will also be marked by recognition of the growing sophistication of the customer. "Merchandising men will be hard pressed to match shopper sophistication with sophisticated merchandising programs," the survey states flatly, as it points out that today, "consumer contests and premium promotions are plumbing an intellectual low while the shopper is reaching new heights of shopping sophistication . . . The era of merchandising by giveway must—and will—peak out and start a decline by 1965."

A shopper revolt against the inconveniences and rigors of self-service is "definitely in the making." This may lead to more mail and telephone ordering, often direct from low-cost warehouses, as well as increased in-the-home selling.

The coming era will also bring ever-increasing internal brand competition among manufacturers. The issue will no longer be "*should* we compete wih ourselves," but "*how* can we compete with ourselves more profitably."

■ Also on the subject of brands, the survey foresees a powerful trend toward international brands becoming more important than national brands. And pre-sold store brands will give manufacturer-advertised brands unrelenting competition—to the point where large retailers will be putting their own brands into outlets that are non-competitive, geographically or otherwise.

Joint merchandising will flourish, especially among smaller companies, giving them the opportunity to achieve the benefits of large size and still hang on to some of their independence.

The 71-page booklet also contains a roundup of secondary trends and a grab-bag of predictions for 1965—such as the helicopter emerging as a new form of mass transit; moving sidewalks bringing shoppers from parking lots to stores; electronic bulletin boards enabling customers to shop from cars; shorter store hours, eliminating morning openings; and an explosive growth of vending machines making goods more readily available, along with more stores on wheels and more outdoor-type stores, in a return to the medieval bazaar. #

Rule Goldenson Treyz Provine Foster Seligman

WELCOME RULE—*Whooping it up at a special press party in Los Angeles for Elton H. Rule, the new general manager of KABC-TV, Los Angeles, are Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Oliver Treyz, president of ABC-TV; Dorothy Provine, star of the new "Roaring '20s" show on ABC; Michael J. Foster, ABC vp in charge of press information; and Selig Seligman, president of Selmur Productions, an ABC subsidiary.*

Lincoln Center Fund Drive Is Ad Case History

(Continued from Page 3)

of the center, and to create a favorable climate of public opinion—otherwise the large gifts wouldn't be forthcoming.

■ The use of advertising was controversial. To the many bankers and lawyers on the board of the center, the notion of spending money while trying to collect it was paradoxical. Further, the ads contemplated were, with one exception, not aimed at collecting money but at informing the public about the center.

David Ogilvy, of Ogilvy, Benson & Mather, was chairman of the public participation committee. Gilbert Lea, an OBM vp, was head of a small staff to execute the program. The controversial ads were cleared through the board largely through the efforts of Clarence Francis, chairman of the campaign committee, longtime General Foods executive and new chairman of Studebaker, and C. D. Jackson, Time Inc. board member and publisher of *Life*.

The seven advertisements used in print were prepared by Young & Rubicam and OBM, without pay. Batten, Barton, Durstine & Osborn—through Robert Foreman—produced spots of 60, 20 and 10-second duration. These spots, running on New York's seven stations, were given $600,000 in free time.

■ The newspaper advertisements were divided like this: One appeared in seven newspapers, the other five in the *Times* and *Herald Tribune*. With a 20% charity discount, the cost came to $48,641. A seventh advertisement, appealing for funds, appeared once in all New York newspapers and twice in the *Times*. It cost $26,434, and produced 869 contributions, totaling $59,665.

Carl Kersting had warned the committee it would be lucky to get back in direct contributions the cost of the advertising. Up to that point, the total number of gifts to Lincoln Center from all sources was less than 400.

The center got the benefit of $27,755 in free advertisements in these magazines: *The New Yorker* (4 pages), *Sports Illustrated* (2 pages), and one page apiece in *Newsweek*, *Reader's Digest* (New York edition), *Cue*, *Musical America*, *Theatre Magazine*, *Barnard Alumni Magazine*, and *Civil Service Leader*.

A direct mail campaign was produced under the direction of a subcommittee headed by Harry Scherman, Book of the Month Club; Nicholas Samstag, consultant; and Leonard Raymond and Ed Mayer of Dickie-Raymond which produced 752 gifts, totaling $245,006.

■ Perhaps more important, the recognition of the center and what it would do for the city shot upward. In July, 1959, only 25% of the adults in metropolitan New York had heard of Lincoln Center; in June, 1960, after the program had been completed, 67% of the adults in a similar study had heard of the center—the same proportion, incidentally, as had heard of the Pyramids. Most adults said they had learned of the center through tv.

In all, the committee spent $265,575. It was divided as follows: Paid advertising, $85,537 (out of gifts earmarked for this purpose); a model of the center, and its exploitation, $65,401; salaries of a working group, $39,036; a school program, $28,818; tv and radio promotion material, $17,677; department stores (a major window promotion) $8,451; film distribution, $6,727; a tv special (through Robert Saudek), $2,000; miscellaneous, $709; travel, $1,787; office equipment, etc., $9,427.

The radio spots—18 of them—ran on New York stations, and racked up about $100,000 in free time. They were created by Benton & Bowles.

■ Individual members of the committee, and their organizations, contributed $40,000, as follows: Harry Scherman, $10,000; *Daily News* (Mrs. Joy Clarke), $10,000; *The New Yorker* (Philip Ewald), $5,000; OBM, $5,000; Philip Morris Inc. (George Weissman) $5,000; Foote, Cone & Belding (A. J. Becker), $2,500; Benton & Bowles (Alan Sidnam), $1,000; Young & Rubicam (Harry Harding), $1,000; and BBDO (Robert Foreman), $500.

The full committee, drawn from a wide range of promotion and communication activity, includes Mr. Ogilvy and Mr. Lea; Lee H. Bristol Jr., Bristol-Myers Co.; John F. C. Bryce, North American Newspaper Alliance; Mrs. Clarke, *Daily News;* Howard Dietz; Philip Ewald, *The New Yorker;* Robert Foreman, BBDO; Harry Harding, Young & Rubicam; Edgar Kobak; Bennet Korn, Metropolitan Broadcasting Co.; Alfred Levy, Talent Associates Ltd.; Tom Lewis, C. J. LaRoche & Co.; Harlan Logan, General Foods Corp.; Sam Northcross, William Esty Co.; Ted Patrick, *Holiday;* Elmo Roper; Nicholas Samstag; Robert Saudek; Stewart Schackne, Standard Oil Co. (New Jersey); Harry Scherman, Book-of-the-Month Club; Bayard Schieffelin, New York Public Library; Mrs. Irene Mayer Selznick; Alan Sidnam, Benton & Bowles; Benjamin Sonnenberg; Mrs. Ruth Stein Straus, Bloomingdale Bros.; Oliver Treyz, American Broadcasting Co.; Sylvester (Pat) Weaver, McCann-Erickson; Walter Scott, National Broadcasting Co.; Louis Cowan; and George Weissman, Philip Morris Inc. #

KYA Sets Stiff Ad Rules; Offers to Be Policy Testing Ground

(Continued from Page 1)

hours otherwise to firm his position and pay accordingly.

• No per inquiry, percentage, or barter business accepted. No orders accepted for resale purposes.

• No continuity designed to elicit "call right now" response is permitted without special approval. Approval also is necessary to include phone numbers in continuity and to include addresses if client asks for an immediate "write now" response. KYA's address may never be used.

• Station reserves the right to approve and/or request change of continuity at any time.

• No commercial representation will exceed one minute or be less than 10 seconds.

• All national business emanating outside of the San Francisco area must be placed through an agency and national representatives.

• Any addition to schedules during the protection period will carry the current, rather than the protected, rate except where the station has accepted an annual blanket order.

• Sound effects in live announcements are not accepted.

• Newscasts and announcement purchase are not combinable for frequency discount.

• Station has AFTRA and IBEW contracts and assesses production costs accordingly.

• Live copy: One minute—135 words; 30 seconds—60 words; 20 seconds—40 words; 10 seconds—15 words. #

No Pressure on Vendors for Aid, Macy Tells FTC

(Continued from Page 3)

tions to the promotion, he said.

■ The 750 vendors who were asked by Macy's to contribute were selected from the store's annual list of 18,000 to 20,000 resources "on the basis of rightness or correctness of fashion, on continuity of activity with the store, on the supplier's sensitivity to fashion demands of the moment, on price competitiveness, on alertness to delivery needs, and on potential for the store in terms of future growth," Mr. Seegal said.

When asked to explain why one of the 750 chosen had only sold the store $10,000 in merchandise, Mr. Seegal said that "volume was not a fundamental consideration. There was nothing scientific about our selection of suppliers to be solicited. There was no formula."

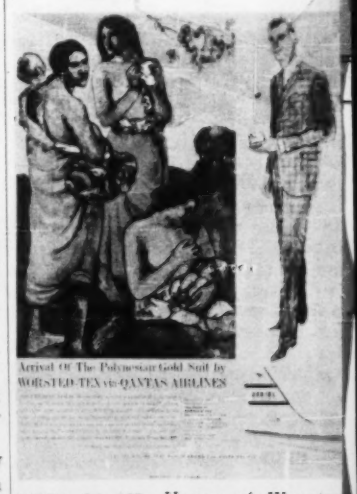
Other testimony showed that 12 manufacturers who agreed to participate had later withdrawn. Mr. Seegal pointed out that four ready-to-wear sources which refused to participate are still leading suppliers for Macy's.

Lining up of vendors was done primarily by the store buyers, who gave the vendors "100th anniversary participation" cards to fill in with their pledges. Some vendors paid in a lump sum, some in a series of payments, and some by reducing merchandise charge bills to Macy's. A few vendors failed to fulfill commitments during 1958 but finally did pay up during 1959 it was brought out.

■ The FTC hearings will be resumed Oct. 31 in New York with enough witnesses expected for four more days of hearings. One witness may be Mrs. Frances Corey, former senior vp of advertising and sales promotion, now living on the West Coast. The 100th anniversary was planned and executed under her aegis and she was considered the missing link in this week's testimony. Mrs. Corey left Macy's in January, 1959, to join Grey Advertising's Los Angeles office. She subsequently left Grey to become ad vp of Catalina Inc.

In May, when the FTC first made its charges against Macy's (AA, May 16), FTC chairman Earl Kintner told a group of garment industry associations that the Macy case is an example of the kinds of pressure which are reducing the garment industry to chaos.

He said many industry members complain about pressures from the powerful buyers, but that the FTC would need help in investigating. #



Arrival Of The Polynesian Gold Suit by WORSTED-TEX via QANTAS AIRLINES

WORK OF ART—*House of Worsted-Tex features a Gaugin print in the color page scheduled in the October Holiday. W. B. Doner & Co., New York, is the agency.*

*Publisher's estimate, effective October 3, 1960.

LIFE ANNOUNCES A NEW EASTERN STATES EDITION

Starting with the October 3rd issue of LIFE, and in the first issue of each succeeding month, advertisers can pinpoint their selling messages in an 11 state area from Maine to Maryland, in LIFE's new Eastern Advertising Edition.

This marketing area accounts for 32% of the nation's food store sales . . . 37% of all U.S. apparel sales . . . about 31% of furniture, household equipment and appliance sales . . . and the same is true of many other goods and services. This area also accounts for 35% of LIFE's total net paid circulation*—the 2,335,000 copies of LIFE that go each week to Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Maryland, Delaware, and Washington, D.C.

This new edition offers advantages for advertisers whose distribution is concentrated in this top marketing area; for national advertisers launching new products prior to national distribution; for anyone who wants concentrated coverage in this top market area.

It is another example of LIFE's ever increasing versatility as an advertising medium. It joins LIFE's Western States Edition covering 13 states and 17% of LIFE's total net paid circulation.

For rates and further information, call your LIFE representative. He can also tell you how to use LIFE to pinpoint your selling messages in other areas by taking advantage of LIFE's split-run facilities.

TO SELL THE EAST

LIFE

SPEAKING OF WHIRLWINDS · SPEAKING OF WHIRLWINDS · SPEAKING OF WHIRLWINDS ·